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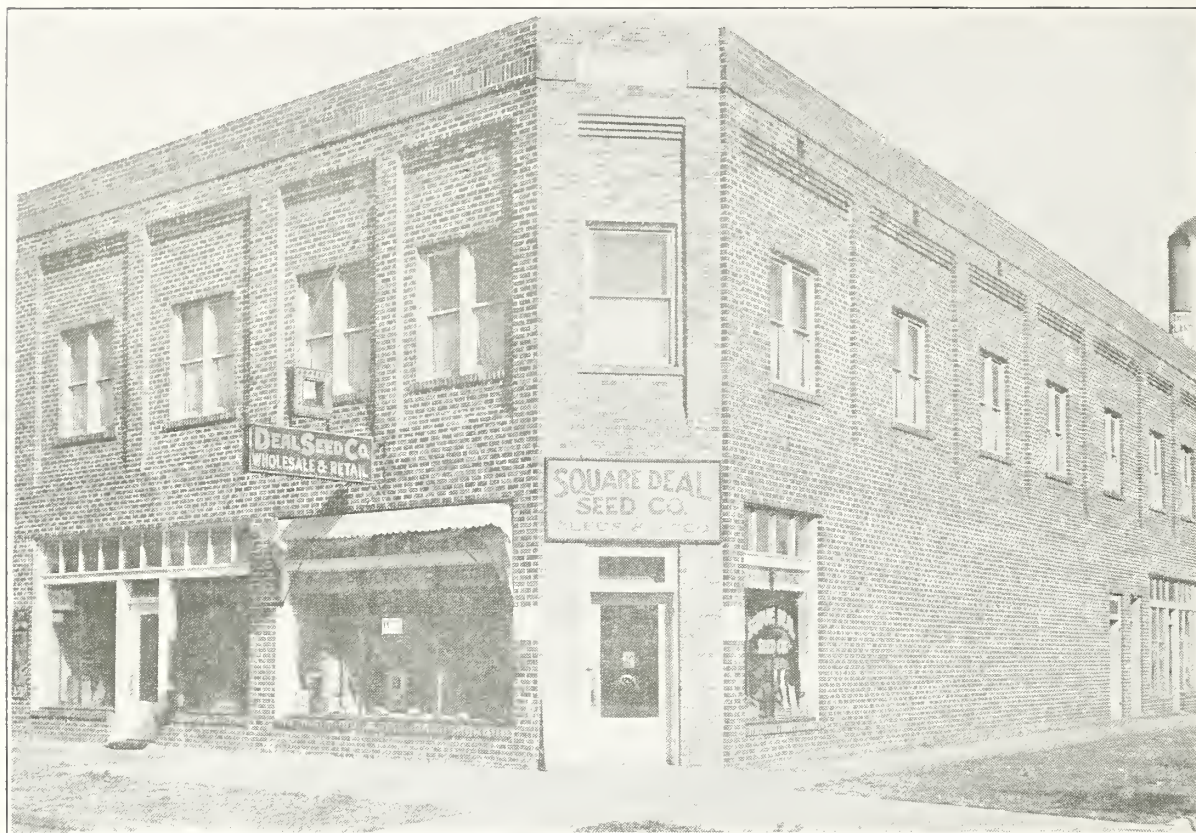
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1905 — Twenty-five Years of Service — 1930
SEED ANNUAL

of the

Square Deal Seed Co.

Coffeyville, Kansas





1905 A Quarter of a Century of Square Dealing 1930

FOR twenty-five years SQUARE DEAL seeds have been giving satisfaction to the farmers and gardeners of this vicinity.

This year—1930—marks the 25th year since this business was founded and we expect to handle considerably more seeds than ever before. Our business has been ever on the increase and 1929 was a mighty good year, bigger by far than 1928.

We have been very busy this winter grading, cleaning and testing our seed stock so as to be better able than ever to take care of your needs during the rush season this spring. We can supply you with the very best grade of seed to be had.

Our years of experience in handling seeds have put us in close touch with the best growers, and understanding the soil and climatic conditions in this vicinity, puts us in a much better position to serve you than any outside concern.

We carry a complete stock of selected and tested seeds, and can supply your wants, quality considered, at as low or even lower prices than any other reputable seed house. We are here to serve you and hope you will not hesitate to call on us. Bring us your planting problems. We will gladly help you solve them.

WE HANDLE ONLY TRUE TO NAME selected and tested **NORTHERN GROWN BULK** vegetable seed, grown by the most reliable growers of pedigreed garden seed. Their purebred quality is not the result of accident or chance. Science and skill have been employed for years to maintain it.

BETTER SEED, BETTER CROPS—Buy your seeds on quality and not on price alone. You can buy seed at almost any price, but cheap seeds are dear at any price. Cheap field seeds will not only fail to make a good stand but many times will foul your farm with bad weeds. SQUARE DEAL seeds are carefully re-cleaned and tested for purity and germination to comply with the State Pure Seed Law.

MARKET GARDENERS and others who buy vegetable seed in bulk to the amount of \$8.00 or more are requested to send their list of seeds wanted, to us and we will make special wholesale quotations.

ABOUT WARRANTING SEEDS. It is mutually agreed and understood that any seeds or other goods bought from us, may be returned at any time within ten days after receipt, if not satisfactory, and we will refund the money you paid for them; but we cannot and do not in any way warrant the stand or the crops, as they depend on so many conditions beyond our control.

SEEDS BY MAIL. Prices of all packets are postpaid. An ounce or more of seed is NOT postpaid and you should send postage extra at the rate of 1c for each two ounces or fraction thereof up to 8 ounces. Over eight ounces takes the regular Parcel Post rate.

Square Deal Seed Company

CLYDE FRAZIER, Proprietor

Corner Seventh and Union Streets, Coffeyville, Kansas

TESTED GARDEN SEEDS

Asparagus

CULTURE—Asparagus is one of the first vegetables in spring, as well as one of the best grown in the garden. It is perfectly hardy, grows year after year from the same roots and never fails to produce a crop. Asparagus does well on any well-drained soil, but best results are obtained from rich, deep, loamy soil.

COLUMBIAN MAMMOTH WHITE—A magnificent variety. It furnishes fine, white shoots, which stay white as long as they are fit to use without any artificial means of blanching. Pkt. 5c; oz. 15c.



Columbian Mammoth Asparagus

If wanted by mail add 7c per single pound and 1c for each additional pound



Burpee's Stringless Green Pod

Garden Beans

Dwarf Green Pod Beans

BURPEE'S STRINGLESS GREEN POD—Splendid for market and home garden. Is one of the most popular beans in America. In earliness it is in the lead, in quality it is unexcelled, and as a cropper it is unrivaled. It is stringless in reality as well as name. It is an abundant cropper and pods are thick, round, fleshy and nearly straight. Pkt. 10c; lb. 35c; 2 lbs. 65c; 10 lbs. \$3.10.

EARLY IMPROVED RED VALENTINE—An old favorite, of which the Stringless Green Pods are an improvement. Very prolific and the pods are fine and round and very tender while young. Pkt. 10c; lb. 30c; 2 lbs. 55c; 10 lbs. \$2.60.

GIANT STRINGLESS—This is today the most popular bean of its class and is the staple variety for general purposes. The pods are long, round, thick, free from strings and very meaty. They are long, dark green color, very attractive, and of excellent flavor. The plants are very vigorous and the pods are produced early and in large quantities. Pkt. 10c; lb. 35c; 2 lbs. 65c; 10 lbs. \$3.10.

TENNESSEE GREEN POD—This dwarf, early, intermediate snap bean is very popular. The vines are large, somewhat spreading, and prolific. The pods are very long—very often six to seven inches, flat, irregular in shape, bright but rather dark green and of excellent quality. Pkt. 10c; lb. 35c; 2 lbs. 65c; 10 lbs. \$3.00.

REFUGEE or 1000 to 1—The vines are large, spreading, exceedingly hardy, with small, smooth leaves, very late, and bear long, cylindrical green pods of excellent quality. Highly esteemed for late planting. Pkt. 10c; lb. 30c; 2 lbs. 55c; 10 lbs. \$2.60.



Improved Golden Wax

Dwarf Wax Beans

IMPROVED GOLDEN WAX—(Rust Proof). The standard wax bean for years. The pods are large slightly flattened, brittle, quite stringless when young, and of golden wax color. The bushes are of compact growth and very prolific. Pkt. 10c; lb. 30c; 2 lbs. 55c; 10 lbs. \$2.60.

PENCIL POD BLACK WAX—Plant grows about 15 inches high, very productive, with straight pods 6 to 7 inches long, light golden yellow color, round, meaty and deeply saddle-backed; flesh, brittle, solid and stringless; flavor fine. Pkt. 10c; lb. 30c; 2 lbs. 55c; 10 lbs. \$2.60.

LEONARD'S WEBBER WAX—Unquestionably one of the best wax podded beans ever introduced. It is a market gardener's bean, having been originated in one of the best market gardening sections of the west. It produces a deep golden colored pod of good length; shape, semi-round, thick meaty, stringless and of exceptional quality. Vines strong, holding the pods up well, with good leaf covering and bearing in profusion. Pkt. 10c; lb. 30c; 2 lbs. 55c; 10 lbs. \$2.60.

DAVIS' WHITE WAX—This bean does not discolor, and is therefore excellent for canning. It is immensely productive and a very good shipper. The pods are straight and 5 to 6 inches in length. The dry bean is white and very desirable for winter use. Pkt. 10c; lb. 30c; 2 lbs. 55c; 10 lbs. \$2.60.

GARDEN BEANS—Continued



Henderson's Bush Lima Beans

climbers; pods are borne profusely in clusters; they average from seven to nine inches long; are of attractive green color; round and very brittle when young. Pkt. 10c; lb. 30c; 2 lbs. 55c; 10 lbs. \$2.60.

RED SPECKLED CUTSHORT OR CORN HILL—The old standard for planting among corn. Pods are short, round and tender. Pkt. 10c; lb. 35c; 2 lbs. 65c; 10 lbs. \$3.00.

DUTCH CASE KNIFE—One of the earliest of the pole varieties; white seeds; used for snaps; a good winter sort; productive and a good bean for planting among corn. Pkt. 10c; lb. 35c; 2 lbs. 65c; 10 lbs. \$3.00.



Imp. Early Blood Turnip Beets

Bush Lima Beans

HENDERSON'S BUSH LIMA—This bean is about two weeks earlier than the Pole Limas. It needs no stakes and produces an enormous crop of delicious Lima beans. The beans are not large but are borne in great numbers. When planted in late spring, will continue to bear until frost. Pkt. 10c; lb. 35c; 2 lbs. 65c; 10 lbs. \$3.00.

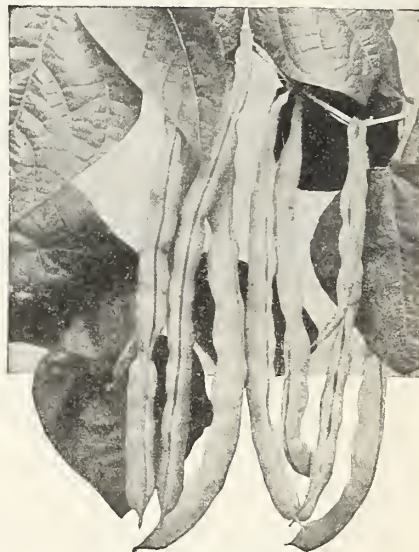
BURPEE'S BUSH LIMA—Plants eighteen to twenty inches high, very productive. Pods four to four and one-half inches long, containing three to four beans, which are as large as the pole sorts. Beans flat and white. Pkt. 10c; lb. 35c; 2 lbs. 65c; 10 lbs. \$3.00.

Pole Lima Beans

LARGE WHITE LIMA—The large lima is a general favorite wherever it can be cultivated on account of its excellent flavor and productiveness. Pkt. 10c; lb. 35c; 2 lbs. 65c; 10 lbs. \$3.00.

Pole Beans

KENTUCKY WONDER GREEN POD—Brittle, stringless, meaty, delicious flavor. The plants are vigorous



Kentucky Wonder Beans

KENTUCKY WONDER WAX—This remarkable vigorous - growing, wax-podded pole bean is very similar to the green-podded Kentucky Wonder, but the very long pods are a little broader, very fleshy, and quite stringless as snaps. Pkt. 10c; lb. 35c; 2 lbs. 65c; 10 lbs. \$3.00.

BURGER'S STRINGLESS—Sometimes called white seeded Kentucky Wonders. This bean has surpassed the old Kentucky Wonder, it being earlier and bearing for a longer time. The pods are stringless and up to eight inches long, dark green, very tender, and have a delicious flavor. Pkt. 10c; lb. 35c; 2 lbs. 65c; 10 lbs. \$3.00.

MISSOURI WONDER—One of the best pole beans for planting in corn. Much larger than Kentucky Wonder and bears until frost. Beautiful dark green pods filled with large beans of excellent flavor. Pkt. 10c; lb. 35c; 2 lbs. 65c; 10 lbs. \$3.00.

Table Beets

CROSBY'S EGYPTIAN—The market gardener's favorite. Fine globe-shaped roots. Pkt. 5c; oz. 10c; ½ lb. 40c.

IMPROVED EARLY BLOOD TURNIP—This is a carefully selected strain of Blood Turnip Beet. It is very early, smooth, deep blood red and almost round. Pkt. 5c; oz. 10c; ½ lb. 40c.

DETROIT DARK RED—Very popular sort used extensively by market gardeners and home gardeners as well. Matures early. The roots are globular and smooth, tender, firm and crisp. Pkt. 5c; oz. 10c; ½ lb. 40c.

ECLIPSE—Globe-shaped, deep red roots with sweet fine-grained flesh. Pkt. 5c; oz. 10c; ½ lb. 40c.

BEETS, Swiss Chard

SILVER—This does not make edible roots like regular garden beets, but is grown for the broad white leaf stalks which are bunched and cooked in the same manner as asparagus. The leaves may be cooked like spinach. Pkt. 5c; oz. 15c; ½ lb. 80c.

Carrots

DANVER'S HALF LONG CARROT—Grown largely on account of its great productiveness and adaptability to all classes of soil. Tops medium sized, coarsely divided. The smooth and handsome roots are deep orange, of medium length, tapering uniformly to a blunt point. Flesh, sweet, crisp, and of a deep orange color. This is a popular field variety, and although the roots are shorter, they produce as large a bulk as the longer field sorts. Pkt. 5c; oz. 20c; ½ lb. 60c.

OXHEART OR GUERANDE—Of fine table qualities. It is the most desirable sort for growing in soils too hard and stiff for the longer varieties as it does not grow over six inches long, and is easily pulled by hand. Pkt. 5c; oz. 20c; ½ lb. 60c.

CHANTENAY OR MODEL—A nice smooth carrot of perfect and uniform shape. A heavy yielder, a fine table quality, five to six inches long and easily dug. The flesh is of deep yellow color, tender and of excellent flavor. Pkt. 5c; oz. 20c; ½ lb. 60c.

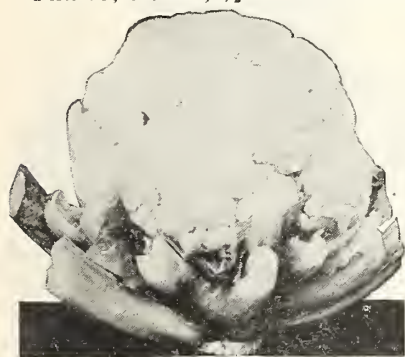


Chantenay Carrots

Cauliflower

LEONARD'S SNOWBALL—The leading cauliflower in all sections and unquestionably the purest strain of cauliflower seed to be had. Heads uniform, of desirable market size and of snowy whiteness. It is pronounced by expert cauliflower growers, to be the best for both early and late planting. Pkt. 10c; oz. \$1.60.

EARLY PARIS—An excellent French variety and very popular among the early sorts in the Paris markets. Heads are large, white, compact, solid, of excellent flavor, tender and delicious. Leaves large, stalk short. Pkt. 10c; oz. \$1.20.



Snowball Cauliflower

Celery

GOLDEN SELF-BLANCHING—The plants are compact, semi-dwarf habit and form numerous stalks. They are heavily ribbed; of golden yellow color, very crisp and tender. Pkt. 10c; oz. 45c.

WHITE PLUME—The earliest and most easily blanched sort. While the inner stalks and heart are of pure white color without being blanched, yet the outer stalks should be tied up and the soil drawn around them, so as to produce attractive bunches. Fine for family use and the local markets. Pkt. 10c; oz. 20c.



Golden Self-Blanching Celery

Rhubarb

VICTORIA GIANT—This is a very large and late variety with round stalks of great length and thickness; produces a succession of stalks the whole season; held in the high esteem of market gardeners. Pkt. 10c; oz. 25c; ½ lb. 85c.

RHUBARB ROOTS — Large two and three year old roots from Alex Stevens Sunny Knob Farm. These make the largest plants of any we have ever seen. Each, 10c; dozen, \$1.00.



Chinese Cabbage

Chinese Cabbage

"PEKING PE-TSAI," ALSO CALLED CELERY CABBAGE—This exceptionally fine vegetable is a native of northern China, and possesses striking characteristics which place it in a class by itself. Grow like Cos-lettuce and when its outer leaves are stripped off shows a picture of lettuce and celery combined. It possesses a very mild flavor. Boiled with beef or pork it is excellent, having a much more pleasing flavor than cabbage. The inner leaves make better cold slaw. Sow seed like a regular cabbage. If for early planting sow in hot bed in February; if for later planting sow early in July. Pkt. 10c; oz. 50c; ¼ lb. \$1.75; lb. \$6.00.

Edna, Kansas, Nov. 16, 1929.

Square Deal Seed Co., Coffeyville, Kansas.

Dear Sir: We had fine luck with our seeds—we never had a better garden, but did not get our melon seed planted as it was such a wet spring and when it did get dry, had too much on hands then. Would like to have one of your new calendars. Yours truly, Harry Kepner.



New Golden Acre Cabbage

averaging 10 pounds or more. The heads are ball-shaped, mild and firm, with small core, and of splendid quality. Leaves are light green color, tightly folded together, forming a very compact head. Pkt. 5c; oz. 25c; $\frac{1}{4}$ lb. 85c.

EARLY JERSEY WAKEFIELD—Small cone-shaped head; matures in 90 to 100 days after planting. Pkt. 5c; oz. 20c; $\frac{1}{4}$ lb. 70c.

ALL SEASONS—One of the best of its class. The heads are fine, solid and of good flavor. Pkt. 5c; oz. 20c; $\frac{1}{4}$ lb. 55c.

EARLY WINNINGSTADT—An early pointed head variety of excellent quality. Pkt. 5c; oz. 20c; $\frac{1}{4}$ lb. 55c.

STEINS EARLY DWARF FLAT DUTCH—This is specially selected early strain of the popular Early Flat Dutch variety. It is very similar to the Early Flat Dutch, but the heads are a little smaller. This is a fine variety for gardeners who want to get their cabbage on the market early. Pkt. 5c; oz. 20c; $\frac{1}{4}$ lb. 55c.



Charleston Wakefield Cabbage

CHARLESTON WAKEFIELD—Selection from Early Jersey Wakefield, only it is about one week later than that popular variety, and grows larger heads. Very solid and of fine quality. Pkt. 5c; oz. 20c; $\frac{1}{4}$ lb. 55c.

LATE PREMIUM FLAT DUTCH—A large fall and winter variety, which has proved to be especially adapted to Kansas and the middle west. Pkt. 5c; oz. 20c; $\frac{1}{4}$ lb. 55c.

WISCONSIN NO. 8 YELLOW RESISTANT—This is a strain of Hollander, or Danish Ballhead, which originated in Wisconsin where the disease known as "Yellows" is very destructive. It should be used where this disease is prevalent. Pkt. 10c; oz. 80c.

Red Cabbage

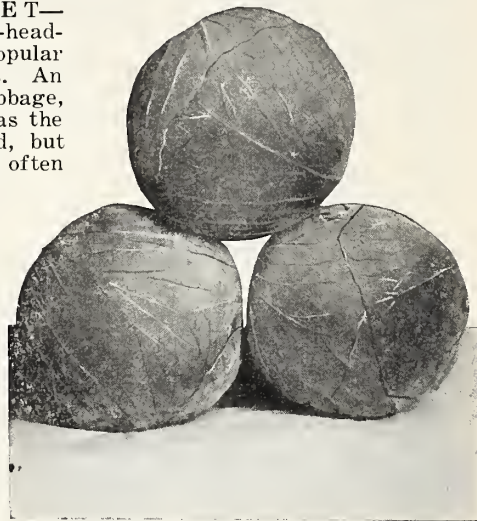
MAMMOTH RED ROCK—This is by far the largest and surest heading red cabbage ever introduced. The plants are large with numerous spreading leaves. The head is large, round, very solid, and of a deep red color. Ninety-eight per cent of the plants will form extra fine heads. Pkt. 10c; oz. 35c; $\frac{1}{4}$ lb. \$1.35.

Cabbage, Selected Stock

THE NEW GOLDEN ACRE—A very fine sort from Denmark. It is very uniform, almost every head could be cut at the same time. Golden Acre matures quicker than any variety known. The head is of medium size, quite round, and is surrounded by a few small outer leaves. It is very firm and fully equal to any of the late sorts in this respect. On account of its hardness it will stand in the field for a month or more without bursting and can be shipped long distances and arrive in excellent condition. Don't fail to give the New Golden Acre a trial. Pkt. 10c; oz. 50c; $\frac{1}{4}$ lb. \$1.75.

COPENHAGEN MARKET

The earliest large round-headed cabbage. Very popular with market gardeners. An extra early summer cabbage, matures fully as early as the Early Jersey Wakefield, but produces larger heads, often



Copenhagen Market Cabbage

HENDERSON'S EARLY SUMMER—This variety is about five days later than the Wakefield, being double the size. In weight it is equal to most of the late varieties, and its short outer leaves enable it to be planted nearly as close as the Wakefield. Pkt. 5c; oz. 20c; $\frac{1}{4}$ lb. 55c.

LATE LARGE DRUMHEAD—An old standard variety. The heads are dark green in color and of excellent quality. It matures late in season, is very solid and used largely for pickling. Pkt. 5c; oz. 20c; $\frac{1}{4}$ lb. 55c.

SUREHEAD—Strain of Flat Dutch; remarkable for its heading qualities; keeps well and is good for shipping. The heads are of uniform size, firm, solid, and of good color. Pkt. 5c; oz. 20c; $\frac{1}{4}$ lb. 55c.



Red Cabbage

Cucumbers

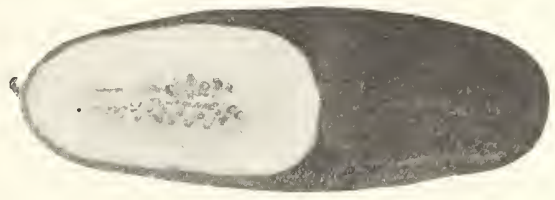
EARLY FORTUNE—The finest market cucumber of the White Spine type. The fruits measure nine inches long and are slightly tapering. The thick flesh is pure white, firm and unusually crisp, with very few seeds. The fruits are of a rich, dark green color which does not fade when shipped to distant markets. Pkt. 5c; oz. 15c; ½ lb. 75c.

IMPROVED LONG GREEN—Most widely cultivated sort, unsurpassed for general use. The cucumbers average 10 inches long when fully developed, and are fine for slicing. Pkt. 5c; oz. 15c; ½ lb. 75c.

EARLY CLUSTER—Extra prolific sort; setting its fruit in clusters of two or three. The fruit is a dark green, short and particularly suitable for pickles. Pkt. 5c; oz. 15c; ½ lb. 65c.

EARLY WHITE SPINE—Vines vigorous, bearing early and abundantly. Fruit uniformly straight and handsome, dark green, with a few white spines. Pkt. 5c; oz. 15c; ½ lb. 75c.

DAVIS PERFECT—A superb variety. Dark glossy green, slim and symmetrical, with an average length of 10 to 12 inches. They hold color till nearly ripe when they turn white without a yellow



Early Fortune Cucumbers

low streak on them. Very tender, brittle, and of exceptional flavor. Pkt. 5c; oz. 15c; ½ lb. 80c.

CHICAGO PICKLE—Largely used by pickle manufacturers. Prolific, short, with fruit of medium size, dark green color, and with prominent spines. Pkt. 5c; oz. 15c; ½ lb. 65c.

WEST INDIA GHERKIN—A very prolific, small-fruited variety, used exclusively for pickling. It is not properly a cucumber, and is of no value for slicing. The fruits are two to three inches in length, thick and rounded, closely covered with spines. Pkt. 5c; oz. 20c; ½ lb. 85c.

Okra



White Velvet Okra

WHITE VELVET—It is very distinct in appearance and unlike other varieties the pod is not ridged but is perfectly smooth and round. They are of attractive appearance and superior flavor and tenderness. The plants are comparatively dwarf and of compact branching growth; the pods are of extra large size and produced in great abundance. Pkt. 5c; oz. 10c; ¼ lb. 25c.

TALL OR LONG GREEN—Grows to a height of five feet. Pods usually eight-ridged and about 6 inches long. Pkt. 5c; oz. 10c; ¼ lb. 25c.

DWARF GREEN—Bears pod ready for use ten days or two weeks earlier than the tall sorts. The plants are of dwarf, stocky growth and are very prolific. Pkt. 5c; oz. 10c; ¼ lb. 25c.

Collards

IMPROVED GEORGIA—Plants may be planted at almost any time of the year, and is much hardier than cabbage. Pkt. 5c; oz. 20c.



Southern Giant Curled Mustard

Mustard

SOUTHERN GIANT CURLED—The leaves are twice the size of the ordinary White Mustard and the flavor is sweet and pungent. Highly esteemed for salads, particularly in the South. Pkt. 5c; oz. 10c; ¼ lb. 25c.

OSTRICH PLUME—The leaves are long, ruffled and curled like an ostrich plume, and for this reason the plant is very ornamental. It is especially good as a salad and is equal to spinach for greens. Pkt. 5c; oz. 10c; ¼ lb. 25c.

CHINESE OR SMOOTH LEAF—The large leaves, which often measure 14 inches, are ready for use in about six weeks after sowing. Plants will continue to yield until cold weather. Leaves are smooth and of a light green color. Fine for greens and salads. Pkt. 5c; oz. 10c; ¼ lb. 25c.

Dill

Every year there is such a demand for green dill that the supply is short of the demand. Plant in any quantity, from ten feet square to fifty feet square, but not more. Make several plantings to have it for market almost constantly and sell what you can of the green dill and dry balance. First planting may be made about May first. Pkt. 5c; oz. 10c.

Parsley

MOSS CURLED—The green leaves are finely cut and curled, and of dark green color. Extra fine for garnishing and culinary purposes. Pkt. 5c; oz. 10c.

Sweet Corn

SQUARE DEAL BRAND SWEET CORN IS NORTHERN GROWN

CULTURAL DIRECTIONS—Corn like anything else well worth having, takes a little care to produce. A few rows of corn will supply the average home with plenty of fine roasting ears and enough over for canning and drying to last through the winter.

Be sure and plant sweet corn every ten days or two weeks and you will have a continuous supply of table corn in the right stage to enjoy the eating of it. Wait until the ground is warm to plant sweet corn. A prolonged cold, rainy spell may cause it to rot in the ground. Early Adams corn may be planted as early as any field corn, Golden Bantam will also stand colder ground and weather than the other varieties.



Stowell's Evergreen Sweet Corn

the famous Stowell's Evergreen. Pkt., 10c; lb. 25c; 2 lbs. 45c; 10 lbs. \$2.00.

STOWELL'S EVERGREEN—This variety is more largely planted than any other, and is the general favorite with canners and market gardeners for late use. It is very productive, the ears are of large size, grain deep, exceptionally tender and sugary, and remain for a long time in an edible condition. Pkt. 10c; lb. 25c; 2 lbs. 45c; 10 lbs. \$2.00.

COUNTRY GENTLEMAN—We have a stock of this excellent sweet corn that is exceptionally good. There is no sweet corn that compares with the Country Gentleman for sweetness. It is the variety par excellence where quality is desired. Market gardeners who make a specialty of growing for hotels and high-class restaurant trade use this as a main crop variety in preference to any other. For home use it will be found superior and it is very productive. The fact that it is a favorite variety with canners proves its merits. Pkt. 10c; lb. 25c; 2 lbs. 45c; 10 lbs. \$2.00.

HOWLING MOB—A few years ago a gardener developed a new variety of Sweet Corn and after his customers had tried it just once they clamored for for it so loudly that he called it the "Howling Mob." This corn is of good size, but early and at the same time has the excellent flavor of the later varieties. The stalks are strong, vigorous, about five feet in height and bear two ears. The ears are from seven to nine inches in length, of good shape and well covered by a heavy husk which protects the ear from worms. Pkt. 10c; lb. 25c; 2 lbs. 45c; 10 lbs. \$2.00.

EARLY ADAMS—Although this is not a true sweet corn, nevertheless it is the most popular "roasting ear" corn for the market garden and home garden as well, as it matures quickly and can be planted much earlier than the wrinkled sugar corn. Also recommended as an early feeding corn for stock. Pkt. 10c; lb. 20c; 2 lbs. 35c; 10 lbs. \$1.40.

GOLDEN BANTAM—A new early sweet corn, considered by many people the richest and sweetest of all corns. Some of our customers who prefer this sort to all other kinds are planting it at regular intervals all during the season, so they may have a continued supply for their table. The stalks are of medium size, with heavy foliage. The ears are borne two to a stalk about six inches in length and are eight-rowed. The kernels are of golden yellow color, which at first gives the impression of field corn. However, as soon as tasted there is immediately a call for more. Pkt. 10c; lb. 25c; 2 lbs. 45c; 10 lbs. \$2.00.

EARLY EVERGREEN—Like Stowell's Evergreen, only ten days earlier. Ears are large, about 10 inches long, 12 to 16-rowed, and having the identical flavor of



Golden Bantam



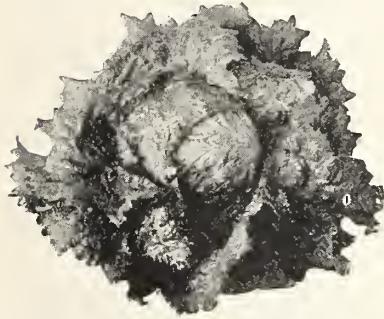
Country Gentleman Sweet Corn

Treat Sweet Corn and Other Vegetable Seed with Semesan.

Lettuce

(Select Stock)

CULTURE—For early out-door culture the seed may be planted in March, or as early as the ground can be worked. Sow in drills fourteen inches apart and thin the plants to four inches apart. For the heading varieties, where large heads are desired, plants should be thinned eight to ten inches to row. Lettuce should be grown very rapidly, therefore, the soil should be as rich as possible.



New York Wonderful Lettuce

NEW YORK or WONDERFUL

—A favorite variety. Heads are very large, heavy and compact. Has a vigorous root system, which enables it to stand hot weather better than other varieties. The interior is beautifully blanched, creamy white, crisp and tender and free from any bitterness. Pkt. 10c; oz. 25c; ½ lb. \$1.75.

BIG BOSTON—This variety is identical in color, shape and general appearance with the famous Boston Market Lettuce, but is double the size. It is about one week later in maturing but its solidity and greater size of head will make it a most valuable sort. A most desirable variety, either for



Black Seeded Simpson Lettuce

forcing in cold frames or open ground planting. Pkt. 5c; oz. 15c; ½ lb. 70c.

PRIZEHEAD—The outer leaves are bright and green, shaded with brownish red. They are large and thin, attractively curled, and very tender. Pkt. 5c; oz. 15c; ½ lb. 70c.

IMPROVED HANSON'S—One of the best for growing during the hot summer months, as it will stand heat and dry weather to perfection. Light green color outside and white within, tender, crisp. Pkt. 5c; oz. 15c; ½ lb. 70c.

BLACK SEEDED SIMPSON—Very easily grown and one of the most reliable varieties. Does well both outdoors and in green house, and forms beautiful large, loose heads and is very slow to go to seed. Splendid for home garden and market. Pkt. 5c; oz. 15c; ½ lb. 70c.

EARLY CURLED SIMPSON—This is the most popular early sort on the market. Form large, loose heads. Leaves thin and exceedingly tender, of light green to golden yellow. Best sort for forcing or outdoor early planting. Pkt. 5c; oz. 15c; ½ lb. 70c.

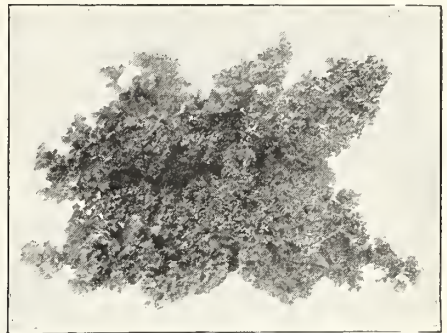
GRAND RAPIDS—The well-known forcing variety for the Middle West, where the butter-heads or cabbage varieties do not grow very well under glass. It is a loose branching variety, forming no definite head; is extremely curly, and its light green color is very attractive. Pkt. 5c; oz. 15c; ½ lb. 70c.

Leek

LARGE LONDON—This leek, aside from being valuable for soups and salads, when blanched makes an excellent dish if sliced and cooked. Pkt. 5c; oz. 25c.

Kale

DWARF CURLED SCOTCH—Leaves bright green, curled, very tender and fine flavored; an excellent sort for private gardens. Pkt. 5c; oz. 15c.



Kale

Kohl-Rabi

EARLY WHITE VIENNA—Very tender and excellent for table use. Pkt. 5c; oz. 25c.

Salsify, or Vegetable Oyster

MAMMOTH SANDWICH ISLAND—This splendid variety grows to fully double the size of the old sort; is of superior quality and delicate flavor. The Oyster Plant is one of the most delicious vegetables, and should be more generally cultivated for winter use when the supply of really good vegetables is limited. Pkt. 10c; oz. 25c; ¼ lb. 90c.

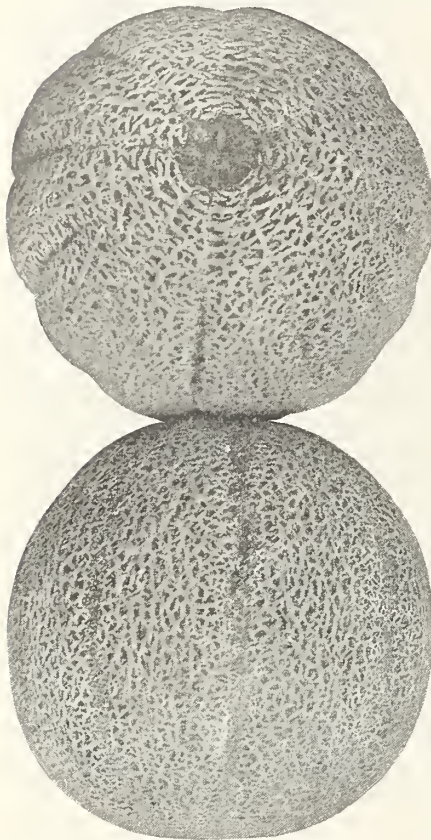
Endive

IMPROVED GREEN CURLED—Finely fringed leaves of bright green color; tender and crisp when blanched. Pkt. 10c; oz. 15c; ¼ lb. 40c.



Endive

Muskmelons and Cantaloupes



Netted Nutmeg.

round or slightly oval, 5 to 8 inches in diameter and weigh about 6 pounds each. Flesh light emerald green, fine grained and of very sweet sugar flavor. Matures about two weeks later than Rocky Ford. Pkt. 10c; oz. 20c; ½ lb. \$1.00.

BURRELL'S GEM—This melon was introduced after the Rocky Ford, but now rivals it in popularity. The Burrell's Gem has a salmon flesh of unusual thickness. The flavor can hardly be surpassed. The flesh is 1½ to 2 inches thick, the rind is heavily netted, slightly ribbed and very thin. The melons are a nice size, being about 6 inches in length and 4½ inches in diameter. Pkt. 5c; oz. 15c; ½ lb. 90c.

POLLOCK 10-25—This melon is identical in size with the Rocky Ford; the flesh is salmon tinted instead of all

TIP TOP—This very productive melon is of medium to large size, nearly round, slightly ribbed and fairly well covered with shallow netting. The flesh is deep yellow in color. The universal testimony of everyone using Tip Top is that every fruit produced, whether big or little, early or late in the season, is a good one—Sweet, juicy, finest flavor, firm, but not hard-fleshed, eatable to the very coating. Pkt. 5c; oz. 15c; ½ lb. 85c.

HOODOO or HEARTS OF GOLD—An orange fleshed melon of medium size fine for the home garden as a mid-season sort, also ideal as a shipping melon, as the rind, although thin, is very firm and is covered with dense, fine netting. Vines are vigorous and resist blight well. Fruits are uniform, medium in size, nearly round. The flesh is thick, firm, highly colored and delicious. Pkt. 5c; oz. 15c; ½ lb. 70c.

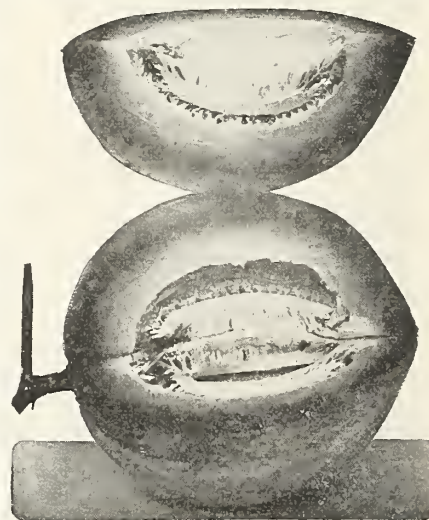
NETTED GEM—Very early, delicious, small and round in shape. Firm, green flesh, sweet almost to the rind. Pkt. 5c; oz. 15c; ½ lb. 90c.

NETTED NUTMEG—We consider this the very best variety in cultivation. Vines vigorous, hardy, productive, fruit round, slightly flattened at both ends, ribbed, covered with coarse netting; flesh very thick, green and of the highest flavor. Pkt. 5c; oz. 15c; ½ lb. 90c.

EMERALD GEM—This is a variety of excellent quality; it is of medium size. The skin is, while ribbed, perfectly smooth and of deep emerald green color, and ripens to the green rind. The flavor is very sweet and luscious. The vines are hardy and very prolific, and the melons mature extremely early. Pkt. 5c; oz. 15c; ½ lb. 90c.

BANANA — A long salmon fleshed variety of good flavor, grow about fifteen inches long. Pkt. 5c; oz. 15c; ½ lb. 90c.

HONEY DEW MELON — The fruits are of medium size,

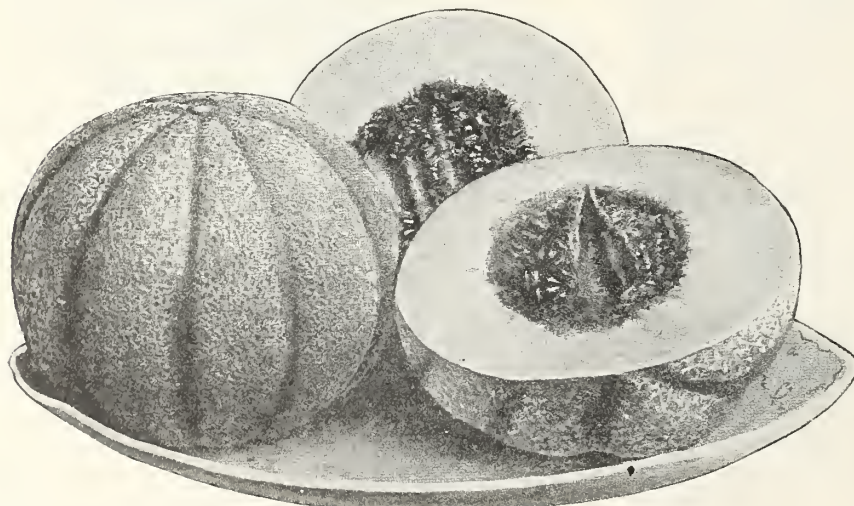


Honey Dew

green. It is rapidly taking the place of the old green flesh Rocky Ford. Pkt. 5c; oz. 15c; ½ lb. 60c.

ROCKY FORD—This is the melon that made Rocky Ford famous. The flesh is green, very deep, solid and sweet, and can be eaten close to the rind. The seed cavity is very small. Pkt. 5c; oz. 15c; ½ lb. 60c.

HACKENSACK — A very large, green fleshed melon. The vines are hardy, vigorous and productive. The fruits are nearly round, usually somewhat flattened; ribs large and of irregular width, densely covered with coarse netting. Pkt. 5c; oz. 15c; ½ lb. 90c.



Rocky Ford Muskmelon

Watermelons

Our watermelon seed is grown especially for us in the South and selected from the very best melons. Southern-grown watermelon seed is always the best and the quality of the melons the very highest, as has been proven. Our sales on watermelon seed have shown a good increase every year, and we now supply the majority of the melon growers in this vicinity. A trial order will convince you our seed is first class in every respect.

WONDERMELON or WHITE SEEDED KLECKLEY SWEET — A carefully bred and selected strain of early melon is far superior to the old Kleckley Sweet. This improved variety grows uniform large, retains all the fine qualities as a table and market melon. Early and a good yielder. Pkt. 5c; lb. 75c; 5 lbs. \$3.00.

IRISH GREY—A new melon, which has become wonderfully popular. This melon, as the name indicates, is of a greenish gray color, with a remarkably tough rind. It is one of the very best shippers ever introduced, and at the same time is of delicious flavor, free from hard centers and strings, very firm and does not break when sliced. It ripens in about 90 days, and stays in good condition for a long period. The Irish Grey has a decided advantage over dark-skinned melons in that it does not sunburn, even when lying in the sun several days after becoming ripe. Its many excellent qualities make it a splendid melon either for home consumption or for market. Pkt. 5c; lb. 75c; 5 lbs. \$3.00.



Stone Mountain Watermelon

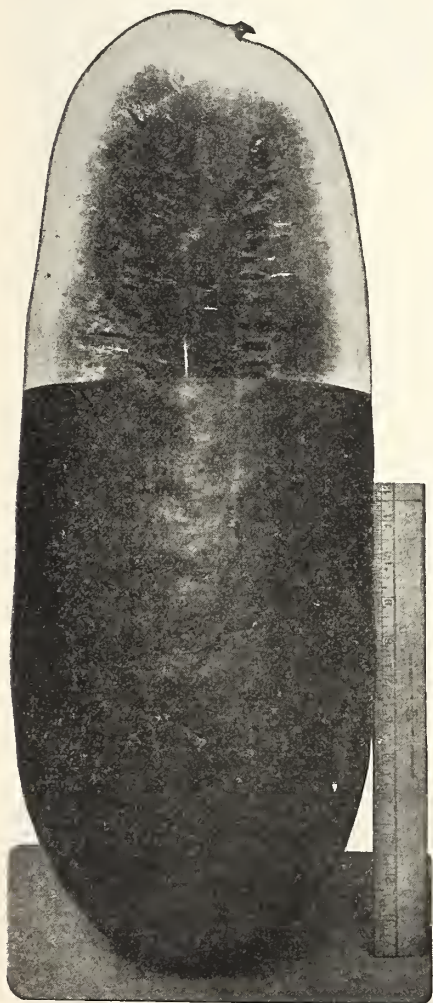
NEW RIBAULT—The Ribault is a new watermelon, long and thick in shape, measuring from 24 to 30 inches long by 14 to 18 inches in diameter. The rind is dark green indistinctly striped with lighter green and very tough. The meat is red and sweet, free from hard centers. Grows to good size and is a new melon, the seed is very scarce and of course higher in price than the older varieties. Pkt. 15c; ½ lb. \$1.00.

STONE MOUNTAIN—A new round watermelon showing slight ribs or lobes like a cantaloupe. The color of the smooth skin is light green. The flesh is a uniform beautiful deep crimson without any white hearts or stringiness. The average fruit weighs about 45 lbs. The rind is too tender to permit long distance shipping, but for the garden or local markets it has no equal. It is very prolific and exceptionally sweet. Pkt. 10c; lb. \$1.00; 5 lbs. \$4.00.

IMPROVED HALBERT HONEY—A Texas melon which closely resembles Kleckley's Sweet, but darker color and more even and regular in shape. Cannot be shipped a great distance, as the rind is very brittle, but it is unsurpassed for home market and family use. It grows from 15 to 30 inches long, is dark green, slightly ribbed, and blunt at the blossom end. The meat is as sweet as honey, melting, and leaves no trace of pulp. Pkt. 5c; lb. 75c; 5 lbs. \$3.00.

IMPROVED EXCEL—Produces melons 18 to 22 inches long by 12 to 16 inches in diameter and weighing 40 to 50 pounds. Rind is tough, dark green and indistinctly striped. The deep red flesh is crisp, melting and of finest flavor. Heart large, very fine and free from core or hard centers. Pkt. 10c; lb. \$1.00; 5 lbs. \$4.00.

CUT-RED WATSON—No other watermelon has become as popular as the Tom Watson and 65 per cent of the commercial melons now being grown are of that variety. Yet it is a well known fact that for the past several years Watson has been cutting with hard centers and almost worthless for market. Our melon seed grower advises us that after years of rigid selection and careful breeding he has produced the Cut-Red Watson and has entirely eliminated the hard white centers. This perfected strain of Watsons cuts red and sweet and grows big dark glossy green melons frequently weighing 50 to 60 pounds. The type is true, no small or dubbed ends. Pkt. 5c; lb. 75c; 5 lbs. \$3.00.



Cut-Red Watson Watermelon

Liberty, Kansas, Nov. 12, 1929.

Square Deal Seed Co., Coffeyville, Kansas.

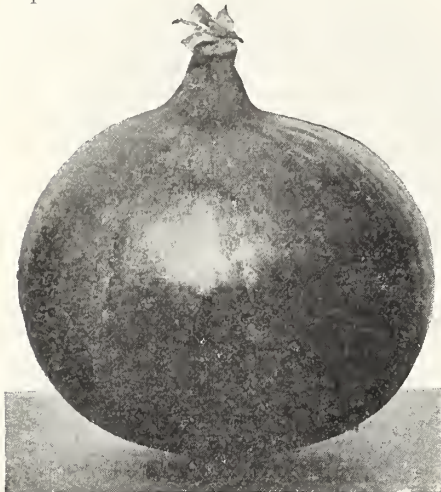
Dear Sirs: This being in many respects an unfavorable season, we are glad to report to you our success with "Square Deal Vegetable and Flower Seed."

We especially like Golden Acre Cabbage. I am glad that we can obtain seed that will come up well and grow into fine vegetables so close to home and the best are none too good for me to hoe.

Yours truly, Wm. Stemmer.

Onion Seeds

CULTURE—One ounce will sow about 300 feet of drill. Two to 3 pounds will sow an acre. You can produce large onions direct from seed if you sow the seed in the early spring, as soon as the weather will permit. Sow in rows 12 inches apart and cover 1½ in. deep. If onions grow too thick, thin out to about 2 inches apart. In the so-called new onion culture, the onions are started in hot beds and easily transplanted when the size of slate pencil to the required stand in the fields. An ounce of seed should produce 6,000 to 8,000 plants.



Large Red Wethersfield Onion

PRIZETAKER—Grows to an immense size and for fall marketing unexcelled. Although of such great size, it is very hardy and a fair winter keeper, as it ripens up hard and firm; very fine grained, and of mild, delicate flavor. The outside skin is rich yellow while the flesh is white. Pkt. 5c; oz. 20c; ¼ lb. 75c.

SOUTHPORT RED GLOBE—This handsome and most red-colored of all red sorts is becoming more popular every season. It is of a rich, glossy dark red, and makes a very attractive appearance. The bulbs are remarkably uniform in size and are splendid keepers. Pkt. 5c; oz. 20c; ¼ lb. 75c.



Green Onions

sets are brought to the market. This variety is highly recommended and we believe gardeners will find it a profitable crop. Pkt. 10c; oz. 25c; ¼ lb. 75c; lb. \$2.75.

Egg Plant

NEW YORK IMPROVED PURPLE—One of the best and largest varieties in cultivation. The plant is robust, low-growing, branching freely, and bears long, oblong-shaped fruits. Pkt. 10c; oz. 50c.

BLACK BEAUTY—Ten days or two weeks earlier than the preceding, with fruit just as large, of a uniform and rich, lustrous black color. Pkt. 10c; oz. 50c.

YELLOW BERMUDA—Flesh white, straw colored skin. It is a standard variety and grown in Texas in large quantities. Makes onions 3 to 4 inches in diameter; flattened in shape, but very thick, very mild and sweet. Pkt. 10c; oz. 35c; ¼ lb. \$1.25.

LARGE RED WETHERSFIELD—The old standard sort; best for main crop. Large, deep red, thick, nearly round, fine grained, of pleasant flavor and a good yielder. It ripens in September and keeps well. Pkt. 5c; oz. 20c; ¼ lb. 70c.

WHITE SILVERSKIN—An early ripening, good sized sort of clear, silvery-skinned bulbs of beautiful appearance early in the summer. Largely used for small pickles, as it is of fine mild flavor. Pkt. 5c; oz. 20c; ¼ lb. 75c.

DANVERS YELLOW GLOBE—Handsome, nearly globeshaped bulbs of pale yellow color; crisp, pure white flesh of mild flavor. Pkt. 5c; oz. 20c; ¼ lb. 70c.



Prizetaker Onion

AUSTRALIAN BROWN—Is of medium size, wonderfully hard and solid and most attractive for market, both as to form and appearance. The color of the skins is a clear amber brown. Pkt. 5c; oz. 20c; ¼ lb. 75c.

Onion Sets

Our onion sets are western grown and are dry and unsprouted. A pound of onion sets are equal to about a quart. Ask for prices in quantities. Red Sets—lb. 15c; 2 lbs. 25c. Yellow Sets—lb. 15c; 2 lbs. 25c. White Sets—lb. 20c; 2 lbs. 35c.

Bermuda Onion Plants

Ask for prices on our genuine Yellow Bermuda and Crystal White Wax Bermuda Onion Plants, also Frost Proof Cabbage plants. Special wholesale prices in quantities. Make up a club order among your neighbors and save money on plants.

Early Green Bunch Onions from Seed

A most desirable green bunch onion. It does not form bulbs, only scallions or enlargements at the base of each shoot, which are very attractive and being extremely early, sells well before onions grown from



Black Beauty Egg Plant

Garden Peas—Select Northern Stock

EARLY VARIETIES

AMERICAN WONDER—The plants grow only 12 inches high and produce an abundance of medium-size pods, which are filled with large sweet peas of luscious quality. The earliest wrinkled sort. Pkt. 10c; lb. 30c; 2 lbs. 55c; 10 lbs. \$2.25.

ALASKA—The earliest smooth pea in existence. The pods are medium in size, well filled and mature practically all at one time. Our strain is extra selected. Pkt. 10c; lb. 25c; 2 lbs. 45c; 10 lbs. \$2.10.

PREMIUM GEM—An improvement on the little Gem, being large and more productive. Early in maturing, very luscious in flavor and highly recommended. Try it. Pkt. 10c; lb. 30c; 2 lbs. 55c.

NOTT'S EXCELSIOR—Of compact growth with many handsome, good-sized pods, which are closely packed with large peas of unusually sweet flavor. Matures almost as early as the American Wonder and the pods are large. Height 14 to 16 inches. Pkt. 10c; lb. 30c; 2 lbs. 55c.



Alaska Peas

MAIN CROP VARIETIES

BLISS EVERBEARING — Vigorous and branching in habit of growth. Height 2½ to 3 feet. Pods 2¾ to 3 inches long. Broad, light colored and blunt. Fit to pack 70 days from planting. Seed green, wrinkled, large in size. Pkt. 10c; lb. 30c; 2 lbs. 55c.

LEONARD'S POTLATCH—Strong, vigorous vines of even growth, 20 to 24 inches in height, with luxuriant dark foliage, bearing pods medium green in color, 3½ to 4 inches in length, broad and pointed at the ends. No variety known will produce more pods, and no pods could possibly shell out better. The Potlatch is a variety from which anyone may expect great things. Fit for table use 61 days from planting. Seed green, wrinkled, large size. Pkt. 10c; lb. 30c; 2 lbs. 55c.

TELEPHONE — This variety is one of the finest branching, tall, wrinkled marrows yet introduced. It bears splendid peas of the finest quality and excellent, sugary flavor; vine very strong, averaging 18 to 20 pods per plant; the pods are of a large size and closely packed with from 8 to 10 large delicious peas. Pkt. 10c; lb. 30c; 2 lbs. 55c.

CHAMPION OF ENGLAND—For main crop or summer use, this is the standard variety. Very prolific. Grows 3 to 5 feet. Pkt. 10c; lb. 30c; 2 lbs. 55c.

DWARF TELEPHONE—This variety is the result of a cross between Stratagem and Telephone. The season is medium, ripens about a week earlier than Stratagem. Pods 4 inches long, broad, straight, rounded at the point, dark green in color and well filled. Pods often contain ten peas. Seed pale green, much wrinkled and shriveled. Straw about 20 inches long. Pkt. 10c; lb. 30c; 2 lbs. 55c.



Telephone Peas

We carry a full line of insecticides at right prices. See page 25.



Leonard's Potlatch Peas

Parsnip

IMPROVED HOLLOW CROWN—The best for table use; a vegetable of merit, easily raised and of great productiveness. Pkt. 5c; oz. 15c.

Don't let bugs or plant lice eat up the flowers or vegetables. Spray with "Black Leaf 40" for plant lice.



Hollow Crown Parsnips



California Wonder Peppers

Peppers

NEW CALIFORNIA WONDER SWEET PEPPER

This new variety of pepper is recognized as being the most valuable addition to the pepper list since that useful vegetable came into general use. Fruit dark green, smooth in surface, square in cross sections and very large, usually about four inches across and four and a half to five inches in length.

In addition to the striking outward appearance, it has the thickest flesh of any pepper in cultivation. The flesh is usually one fourth inch thick and a thickness of three-eighth inch is not uncommon. Although not strictly an early variety, California Wonder will produce marketable sized fruits as early as the second early sorts.

For the home gardener, market gardener and shipper this should prove an ideal pepper as it seems so well adapted to all the uses for which sweet peppers are grown. Pkt. 10c; oz. \$1.25.

RUBY KING—A very prolific popular sort bearing splendid crops of splendid large, thick peppers of good quality for mangoes. Pkt. 10c; oz. 45c; $\frac{1}{4}$ lb. \$1.70.

CHINESE GIANT—One of the very best and largest mango peppers ever introduced. Its mammoth size, splendid shape and mild flavor, leads us to recommend it very highly. Pkt. 10c; oz. 45c; $\frac{1}{4}$ lb. \$1.70.

PIMENTO—This pepper is very mild with thick heavy flesh and has a delicate flavor. The shape is very good, being of medium length and smooth. Very prolific. Pkt. 10c; oz. 45c.

LONG RED CAYENNE—This fruit is a brilliant coral red, conical, and from 2 to 3 inches long and from $\frac{3}{4}$ to 1 inch thick. Very pungent. Pkt. 10c; oz. 45c.



Ruby King Peppers



Long Red Cayenne Peppers

WORLD BEATER—One of the very best of the large peppers, being a cross between Chinese Giant and Ruby King, flesh very thick and mild, exceedingly productive and a good shipper. Pkt. 10c; oz. 45c; $\frac{1}{4}$ lb. \$1.70.

Alton, Mo., Nov. 18, 1929.

Square Deal Seed Co., Coffeyville, Kansas.

Dear Sir: I am writing you a short letter concerning the Square Deal Seeds, which I have been planting for the past fourteen or fifteen years. I have always found them to be good, fresh seeds in every respect. Both garden and field seeds. The package of the Yellow Mortgage Lifter Corn you sent me did well considering the season, and my advice to any one who wants to raise Mango Peppers, is to send to the "Square Deal" and get the Chinese Giant. They are the finest I have ever raised. They are large in size and a real all round pepper.

I don't remember of ever planting Square Deal Seeds that failed to come up. Always good, fresh seeds.—Yours truly, S. L. Harrington.

P. S. Please send me one of your 1930 calendars, large size if you have one and also one of your new catalogs when they come out, as I will want to order some seeds in the spring.

Pumpkins

SMALL SUGAR or PIE—Smaller than the field pumpkin, but finer grained, sweeter and very prolific; first rate for the table or stock. The best variety for making pies. Pkt. 5c; oz. 10c; $\frac{1}{2}$ lb. 55c.

KENTUCKY FIELD OR LARGE CHEESE—A large variety, producing pumpkins in abundance. Has thick meat of fine quality. Very suitable for canner's use. Pkt. 5c; oz. 10c; $\frac{1}{2}$ lb. 40c.

CASHAW—A crook-neck variety, with green and white striped skin. The flesh is of a rich yellow color, solid, fine-grained, very thick and sweet. Pkt. 5c; oz. 15c; $\frac{1}{2}$ lb. 85c.



Kentucky Field Pumpkins

Square Deal Seeds Grow

Radishes

CULTURE—Our stock of radish seed is grown for us in Michigan. Great care is used in selecting this seed, and the quality is of the best. A trial will convince.

EARLY SCARLET GLOBE

—This is a splendid variety for either outdoor or greenhouse culture. It is generally considered the best of the round scarlet forcing variety. The radishes mature quickly, producing small top growth and are solid and crisp. Very uniform in shape. The color is a handsome bright scarlet. Pkt. 5c; oz. 10c; ½ lb. 45c.

EARLY TURNIP RED, WHITE-TIPPED

—A beautiful variety, deep scarlet with white tip. It is very ornamental for table use, and is becoming very popular as a market variety. It is of the same size and shape as the Scarlet Globe variety. Pkt. 5c; oz. 10c; ½ lb. 45c.

FRENCH BREAKFAST

—A beautiful olive-shaped sort of bright scarlet color, with well-defined white tip; a rapid grower; very mild and tender. Pkt. 5c; oz. 10c; ½ lb. 45c.



Sparkler White Tip Radishes



White Icicle Radishes

SPARKLER WHITE TIPPED—A new and distinct globe-shaped radish. The roots, even when fully developed, are solid, crisp and sweet, remaining fit for use longer than most of the other globe-shaped sorts. The colors are more vivid and attractive. The upper part is a rich carmine scarlet, with a large tip of the purest white, which is quite distinct from any other variety. An excellent forcing sort for either greenhouse or frames or for growing in the open ground. Pkt. 5c; oz. 10c; ½ lb. 45c.

CRIMSON GIANT GLOBE—An entirely new variety and differs radically from all others, inasmuch as the roots attain more than double the size of the other forcing varieties without getting pithy or hollow. It is very early, notwithstanding its size. Color, crimson; meat pure white and of the best quality. The seed should be sown very thinly to permit the development of the roots. Pkt. 5c; oz. 15c; ½ lb. 60c.

LONG SCARLET SHORT TOP—Is undoubtedly the best standard variety for private garden and market use. It is very brittle and crisp and of quick growth. Color, bright scarlet, small top, tapers regularly to the root, and is uniformly straight and smooth. Pkt. 5c; oz. 10c; ½ lb. 45c.

CHARTIERS—Long scarlet tipped with white. Pkt. 5c; oz. 10c; ½ lb. 45c.

ICICLE—The finest eating white radish; has long, slender, pure white roots, which remain fresh and crisp until they grow to a large size; tops are quite short, making it early, and allowing close planting. Pkt. 5c; oz. 10c; ½ lb. 45c.

WHITE VIENNA, or LADY FINGER—An excellent variety of the summer radishes; long, pure white and of mild flavor. Pkt. 5c; oz. 10c; ½ lb. 45c.

WHITE STRASBURG—Large showy half long, white sort. The best summer variety. Pkt. 5c; oz. 10c; ½ lb. 45c.

Winter Radishes

These grow to large size and keep well for autumn, and winter use. Sow the seed from the middle of July until the middle of September.

CHINA ROSE—Of bright deep rose color; flesh firm and excellent for keeping. Pkt. 5c; oz. 15c; ½ lb. 60c.

WHITE CHINESE—A comparatively new variety which is popular wherever known. The root is long, cylindrical, with beautiful white skin. Pkt. 5c; oz. 15c; ½ lb. 60c.



WARTY HUBBARD SQUASH

Squash

EARLY WHITE BUSH—This is the well-known White Patty-pan Squash. The earliest to mature, very productive; light cream colored. Pkt. 5c; oz. 10c; $\frac{1}{2}$ lb. 60c.

SUMMER CROOKNECK—The plants are very productive and early bearing; skin of fruits very thickly warted and of orange-yellow color. Pkt. 5c; oz. 10c; $\frac{1}{2}$ lb. 65c.

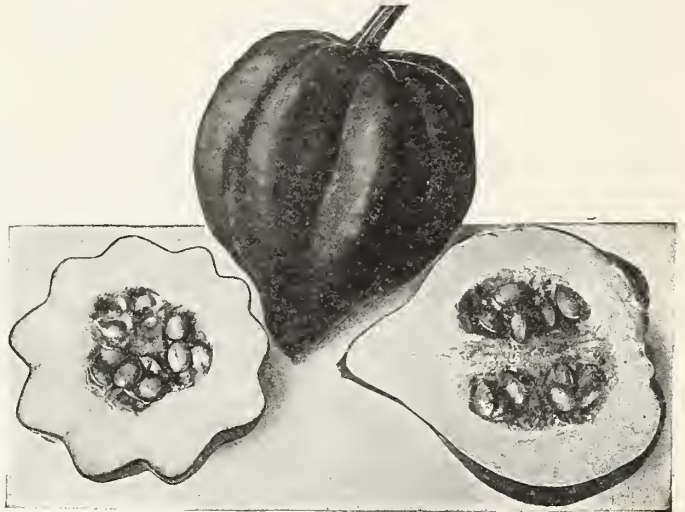
WARTED HUBBARD—The most popular table variety. Fruits are of oblong shape, with attractive olive skin which is warted. Pkt. 5c; oz. 15c; $\frac{1}{2}$ lb. 90c.

GREGORY'S DELICIOUS—This is one of the best winter varieties. Its color is almost uniform, of a green shade, with occasionally a blue specimen, it being just about as pure in this respect as was the original Hubbard, which weighed between five and ten pounds. In thickness of flesh it surpasses nearly every variety, the color being a dark orange. Pkt. 5c; oz. 15c; $\frac{1}{2}$ lb. 90c.

SIBLEY or PIKES PEAK—One of the best winter squashes. Flesh is solid and thick of bright orange color and choice quality. Flavor is rich and sweet. Pkt. 5c; oz. 15c; lb. 90c.



Savoy Spinach



Gregory's Delicious Squash

Spinach

BLOOMSDALE SAVOY LEAVED—A most valuable variety. In appearance the leaf is wrinkled in the same way as that of the Savoy Cabbage, hence the name. Produces nearly twice the bulk of crop as the ordinary sort, is fully as hardy and in all other respects equal. Pkt. 5c; oz. 10c; 1 lb. 40c.

LONG STANDING—An improved strain of excellent merit, having all the good qualities of the ordinary sorts; but it is especially desirable because of the fact that it is much later in going to seed than average. Pkt. 5c; oz. 10c; 1 lb. 40c.

NEW ZEALAND—An extra good variety for late planting, as it does well throughout the hot summer months. Pkt. 5c; oz. 15c; lb. 90c.

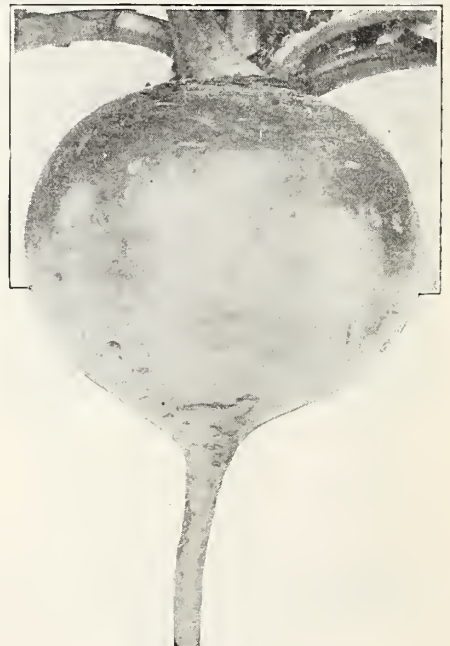
Turnips

PURPLE TOP STRAP LEAF—The standard for this part of the country. Superior for early or late planting. Round, flat, good sized, small top with but few leaves; flesh very fine; flavor good. Pkt. 5c; oz. 10c; lb. 60c.

PURPLE TOP WHITE GLOBE—An early variety. Globe shaped; heavy cropper. A handsome looking bulb. And is rapidly taking the lead of all other varieties of early turnips for market garden purpose. Pkt. 5c; oz. 10c; lb. 60c.

EARLY WHITE MILAN—The earliest of all. On account of its beautiful shape and extreme earliness this takes the front place among turnips. It is so smooth and neat in appearance that it gives the impression that it has been polished by hand. The foliage is scant and short. Both skin and flesh are snowy white. Pkt. 5c; oz. 10c; lb. 75c.

IMPROVED PURPLE TOP RUTABAGA—The best variety of Swedish turnip in cultivation. Hardy and productive, flesh yellow, of solid texture, sweet and well flavored; shape slightly oblong; terminates abruptly with no side or bottom roots; color deep purple above and bright yellow under the ground; leaves small, light green, with little or no neck; the most perfect in form, the richest in flavor and the best in every respect. Pkt. 5c; oz. 15c; lb. \$1.00.



Purple Top White Globe

Tomatoes

Selected Seed for the Market Gardener.

GREATER BALTIMORE—Blight resistant. On account of its size, shape, color and enormous yield the Greater Baltimore has become immensely popular with the canners. When a canner puts his "O. K." on any variety you can be assured that it is a good one. The Greater Baltimore is rugged enough to make a good crop under very adverse weather and soil conditions. It yields heavily and is a most dependable variety. Pkt. 5c; oz. 20c; ½ lb. \$1.40; 1 lb. \$2.50.

DWARF STONE—The most popular dwarf variety in cultivation. The stocky, sturdy plants are of upright growth, requiring no support. Pkt. 5c; oz. 45c; ½ lb. \$3.30.

NEW STONE—Immensely popular with canners, southern shippers, and market gardeners. It is a remarkable yielder, very firm, and of a handsome, bright red color. It is of excellent shape with very smooth skin, never cracking, and free from green core. Pkt. 5c; oz. 20c; ½ lb. \$1.40; 1 lb. \$2.50.

PONDEROSA—Without question the largest of all tomatoes, many of which will weigh from 1½ to 2 pounds. The immense fruits are meaty, solid, and unsurpassed for slicing. The seed cavities are small, which makes the fruits very solid. The vines are very strong growers and bear the tomatoes in large clusters. The fruits are of deep purple color and oblong in form. Pkt. 5c; oz. 50c; ½ lb. \$3.30.

RED HEAD—This exceptionally fine, large, bright red variety is as early as the Chalk's Early Jewel, nearly as large as New Stone and very productive. Fruit almost globe shaped, very solid. An excellent variety for the market gardener. Pkt. 5c; oz. 30c; ½ lb. \$2.15.



Ponderosa Tomatoes

JOHN BAER—An early variety which is rapidly gaining in popularity. The fruits are uniform, entirely free from core and do not burst when ripe. The meat is solid and of mild, sweet flavor. The John Baer is of a bright red color and is very attractive. Pkt. 5c; oz. 35c; ½ lb. \$1.85.

GOLDEN PONDEROSA—Fruit large and smooth; color a beautiful golden yellow, sometimes with a slight blush of red, as smooth and well shaped as the best of the red varieties and of superior flavor. Pkt. 5c; oz. 50c.

SPARKS EARLIANA—Coming into the market before any other sort, it commands top prices. The fruits are solid, uniform in shape, and of a rich bright-red color. They are of good flavor and contain few seeds. Pkt. 5c; oz. 25c; ½ lb. \$1.60.

LIVINGSTON'S BEAUTY—Large and glossy crimson fruits, smooth and never cracking; holds its size until late in the season; one of the best. Pkt. 5c; oz. 45c; ½ lb. \$2.65.



Greater Baltimore Tomatoes

CRINE'S JUNE PINK—Undoubtedly the best pink-fruited early tomato in cultivation. It is fully as early as "Sparks' Earliana," of high productiveness, and the vines are absolutely blight-proof. The splendid round, solid, meaty tomatoes are the attraction of the markets. The plants are very thrifty, making a very vigorous growth. The fruits are usually set in large clusters, and run from 2½ to 3½ inches in diameter. Pkt. 5c; oz. 40c; ½ lb. \$2.75.



Crine's June Pink Tomatoes

Independence, Kansas, Nov. 10, 1920.
Square Deal Seed Co.,
Coffeyville, Kansas.

Dear Sirs: Now I will tell you about those seeds that we got from you. They were the best seeds that I ever bought from any seed house. They came up fine and done fine until we had a hail storm—it ruined them.

As for the plants we got from you—was good. I never raised such cabbage as I did from those plants.

Yours truly, C. I. Surface.



Mixed Gladioli

Bulbs for Spring Planting

CANNAS

THE PRESIDENT—Height 4 feet. Green foliage. The flowers are of very large size, being 7 inches across when fully open. The color is a rich glowing scarlet. The large flowers make a wonderful showing above the green foliage. Bulbs, 10c each; 3 for 25c; doz. 75c.

CANNA MIXTURE

This is our special mixture of Red, Orange and Yellow, both green and bronze leaf cannas. They are sure to please. Each 5c; doz. 50c.

DAHLIAS

MIXED COLORS—We have a fine lot of these tubers. They will produce a riot of beautiful colors. 10c each; 3 for 25c; 75c dozen.

GLADIOLUS

There is no more beautiful flower than the Glad. They make wonderful cut flowers and are easy to grow. Our bulbs are grown on the Pacific Coast and you will find they will produce large blooms on extra long spikes with a fine range of color. Square Deal Mixture—Large size bulbs, 10c each; 3 for 25c; 75c dozen.

Roses

Everblooming Hybrid Teas

We list below the five most popular roses of the Hybrid Teas which begin flowering in the early summer and are in bloom at frequent intervals until frost. These bush roses are strong, two-year old full grown plants and are not to be compared to the cheap roses grown in hot houses.

KAISERIN AUGUSTA VICTORIA—This is one of the most beautiful Roses grown. Its extra large, exquisitely formed flowers are borne singly on strong upright stems, making it very popular as a cut flower. Buds are long and the flowers very full, deep and sweet scented. Color soft white, slightly tinged lemon-yellow. Each 65c postpaid.



Gruss an Teplitz



Red Radiance

GRUSS AN TEPLITZ—Dark rich crimson, passing to velvety fiery red. An exceptionally free bloomer and one of the brightest colored red Roses grown. The canes are strong and vigorous, producing blooms constantly from June till frost. An almost continuous bloomer. Each, 65c, postpaid.

RADIANCE—Brilliant rose pink, extra hardy, vigorous and prolific; one of the best all-around garden Roses. Each 65c postpaid.

RED RADIANCE—Similar in all respects to the Radiance, differing only in color, this being a fine rich red which does not fade nor dull with age. We recommend this variety for its constant and abundant blooming habit, for its healthy growth, rich color and delicate fragrance. Each 65c postpaid.

LUXEMBOURG—Coppery yellow. One of the best yellow Roses. Each 65c postpaid.

SPECIAL OFFER

5 Roses \$2.75 Postpaid

One each of the above two year old Roses (5 all told) for only \$2.75 postpaid, providing your order reaches us by April 15th.

WE CARRY A FULL LINE OF
INSECTICIDES.
See Page 25.

Flower Seeds—Say it with Flowers

No garden is complete without flowers. No home is so beautiful but what something is lacking without flowers. The beauty of a soft green carpet of grass is enhanced by a bed of waving flowers. Flowers speak a language of beauty that is understood by all.

Asters

GIANT COMET OR CREGO—Plants robust, about two feet high. Flowers large, double and well formed, making a fine variety for all purposes. Pkt. 10c.

QUEEN OF THE MARKET—These well-known, early-flowering Asters are of a branching habit, about 18 inches high, and one of the most useful types for early market purposes. Pkt. 10c.

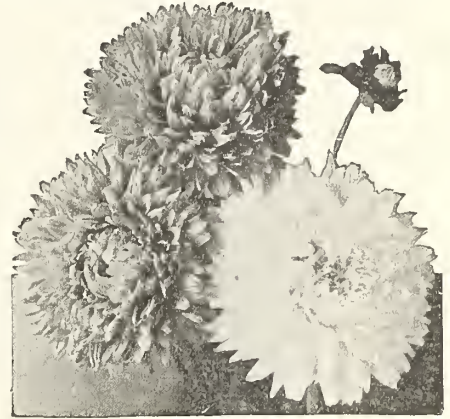
QUILLED ASTER—Of the Japanese Needle type and entirely distinct from other varieties. Plants grow about 20 inches high and bear an abundance of flowers on long stems. A very free bloomer. Pkt. 10c.

HEART OF FRANCE—Rich dark red. Plants about 2 feet high, branching habit. Flowers medium size. Pkt. 10c.

NASTURTIUMS

NASTURTIUMS—Dwarf mixed. Pkt. 5c; oz. 15c.

NASTURTIUMS—Tall mixed. Pkt. 5c; oz. 15c.



Asters

PETUNIAS

NANA ERECTA VIOLACEA, deep violet, extra. Pkt. 10c.

NANA ERECTA, Mixed, very fine. Pkt. 10c.

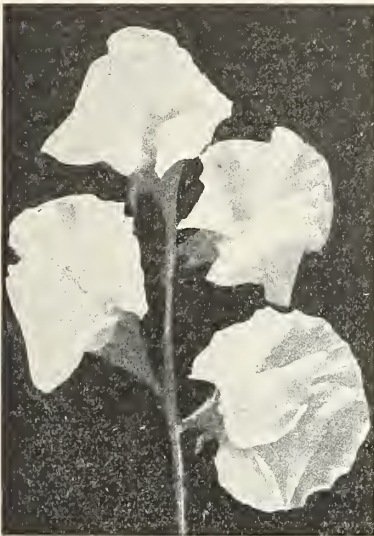
Flower Seed, Pkts. 10c.

MIXED COLORS

Bachelors Button
Balsam, Mixed
Balloon Vine
Calliopsis
Canterbury Bell
Candytuft
Castor Bean
Calendula
Cosmos, Mixed
Cockscomb, Mixed
Cypress Vine
Daisy, Swan River
Daisy, English Double
Everlasting

Forget-Me-Not
Four o'Clock
Fox Glove
Gaillardia
Globe Amaranth
Hollyhock, Double
Larkspur, Mixed
Marigold, African
Marigold, French
Mignonette, Sweet
Morning Glory
Morning Glory, Impl.
Jap.
Mourning Bride

Moon Flower
Poppy, California
Poppy, Shirley
Pansy
Pansy, Mixed
Phlox, Mixed
Phlox, Star
Portulaca, Single
Portulaca, Double
Pink, Chinese
Snapdragon
Stock, Mixed
Verbena, Mixed



Sweet Peas

Zinnias

DWARF—The plants are compact and are covered with a multitude of flowers all during summer and fall. Well-grown plants measure 12 inches in height and 15 inches in diameter. Pkt. 10c.

IMPROVED DOUBLE MIXED—An improved strain which produces immense double flowers 3 to 4 inches in diameter in an extremely wide range of colors. The plants are hardy, of very vigorous growth, often 3 feet high, and remain in bloom from early summer until killed by severe frost. Pkt. 10c.

ZEBRA ZINNIA—Striped like the zebra and very attractive. Pkt. 10c.

Sweet Peas—Spencer

MRS. TOM JONES—Deep azure blue. Flowers large and of fine substance. The best blue sweet pea yet introduced. Pkt. 10c.

ILLUMINATOR—Bright glowing salmon tinged with orange. Very satisfactory under artificial light. Pkt. 10c.

ROYAL SCOT—The most brilliant cerise sweet pea yet introduced. A vigorous grower producing large, finely waved flowers which will withstand the hottest sun without burning. Pkt. 10c.

KING EDWARD—A rich and brilliant crimson. This variety is a vigorous grower and produces flowers of large size and beautiful form. Pkt. 10c.

HAWLMARK PINK—Color deep rose pink at margin of petals and standard, but shades lighter toward the center of the flower. Flowers large and borne on long, strong stems. One of the most beautiful pink sweet peas yet introduced. Pkt. 10c.

ROYAL PURPLE—Rich royal purple. The color deepens as the flower ages which is a desirable quality in a purple variety. The best purple sweet pea. Pkt. 10c.

SPENCERS MIXED SWEET PEAS—If you are going to have sweet peas, why not plant the Spencer varieties and have the best? The seeds cost a little more but they require no more land nor labor and the flowers are much larger and much more beautiful. If you will try the Spencers you will be so well pleased with them that you will plant them every year hereafter. Our mixture shows a wide range of beautiful colors. Pkt. 5c; oz. 15c.

Grass Seed

For Quantity Prices See Enclosed Price List.

NOTICE—Add 7c for first pound and 1c for each additional pound for postage on Grass Seed, Clover and Field Seed.

TIMOTHY—As a crop of hay, Timothy is probably unsurpassed by any other kind of grass. It is greatly relished by all kinds of stock, especially horses; yields more nutritious matter than any other forage plant or grass. Being an early grass it is well adapted to spring and summer grazing, too. Sow 10 to 12 pounds to the acre. It is commonly sown with Red Clover at the rate of 8 pounds of Timothy and 6 pounds of Clover to the acre. Lb. 10c.

ENGLISH BLUE GRASS or MEADOW FESCUE—We regard this as one of the most valuable grasses as it adapts itself to different conditions of soil and climate. Especially suited for permanent pasture; also fine for hay. It gives a large amount of early and late pasture. It is a persistent grower; its roots penetrate deeply; it does well on wet or dry bottoms, hillsides, gravelly clay, and loamy soils. It never freezes out or winter-kills and is not easily affected by drouth. Sow 15 to 25 pounds per acre. Lb. 25c.

RED TOP—Grows well in all soils, whether sandy, thin, dry lands or rich, wet lands. It is one of the most satisfactory grasses that can be sown; a fine pasture grass and is well suited for meadow. It sends out shoots at the base that take root at every joint, forming a dense, thick sod. Red Top is of great value for sowing in gullies or in soils that are inclined to wash from heavy rains. Sow 10 pounds to the acre. Lb. 25c.

ORCHARD GRASS—In my opinion this is by far the best permanent pasture grass for this section. It does well on all kinds of soil and is the only grass I know of that does well in our sandy soil. It has been said that this part of the state is not so well adapted for dairying because of the lack of pasture. I know of several farmers and dairymen in this vicinity who have Orchard Grass pastures which have been established several years; it has proven very satisfactory. We get the seed from Missouri, where Orchard Grass is considered as equal to, if not superior to Kentucky Blue Grass for permanent pasture. Lb. 25c.

BERMUDA—Bermuda is a Southern grass. It is extensively cultivated in this section of the country for lawns. It is a small, creeping, hardy perennial, which thrives on nearly all our soils, though, like other grasses, it gives better results on richer soils. It grows vigorously during the hot summer months when other grasses are parched and dead. It is very difficult to eradicate when once established. One of the chief reasons why this grass has not been more extensively introduced is the fact that it has been the practice to propagate it from the roots, as it does not mature seed in this section. However, it is just as easy to get a good stand by sowing seed. The seed should be planted in the spring. Seed requires 60 to 90 days to germinate. The ground should be well prepared with a good, firm seedbed, as the seed is small, and is seeded broadcast at the rate of 10 pounds per acre. Do not cover more than half an inch. The seeding should not be done too early, as the seed will not germinate if sown before the weather and ground have become warm. Lb. 60c.

KENTUCKY BLUE GRASS—This has long been the standard grass in America for both lawns and pastures. There are a good many grass mixtures on the market, but the base of all good ones is Kentucky Blue Grass. Two parts of Kentucky Blue Grass and one part of White Clover make a very good mixture for lawns. Very few people sow Blue Grass thick enough. For lawns one pound should be sown for every 200 square feet or for every plot 10 by 20 feet.

Kentucky Blue Grass thrives best on limestone soil and although somewhat slow in starting it is permanent when once established. When sowing for pasture from 14 to 20 lbs. should be sown per acre. Lb. 40c.

Square Deal Seed Co.,
Corner Seventh and Union,
Coffeyville, Kansas.

Dear Sir: Your seed done exceptionally well for the drouth. My garden isn't complete without your seed, especially your Ponderosa tomatoes.

Your seeds are all you say they are.

Please send me one of your calendars and your 1930 seed catalog.

Yours truly,

Mrs. W. F. Landsaw, Hominy, Okla., Box No. 645.

Nov. 20, 1929.

Sedan, Kansas, Nov. 12, 1929.

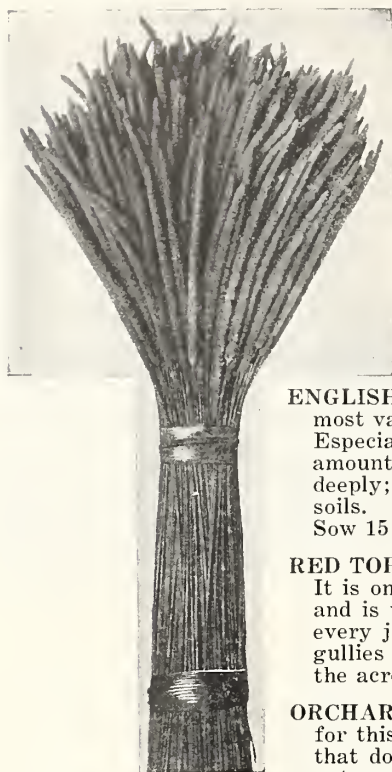
Square Deal Seed Co.,
Corner Seventh and Union,
Coffeyville, Kansas.

Gentlemen: In regard to your garden seed, I am very much pleased with them. I could not do justice to my garden on account of wet weather. The seeds are all true to name.

The Alfalfa Seed is ideal in every respect.

I do believe that you are entitled to the name of "The Square Deal Seed Co."

Respectfully, W. A. Wright.



Timothy



Clovers

For Quantity Prices See Enclosed Price List

RED CLOVER—Is one of the best crops for building up worn-out soils and for rotating to keep soils from becoming run down. The common mixture for hay and pasture is six pounds of Red Clover and eight pounds of Timothy per acre.

Be extremely careful in the selection of your seed. Buckhorn is very common in Red Clover and should be avoided. Our best grade is selected especially for purity and you can depend upon it. When sown alone it is broadcast at the rate of 6 to 8 pounds to the acre. Lb. 30c.

JAPANESE CLOVER OR LESPEDEZA—Lespedeza is a summer annual that begins its growth in the middle of the spring, but does not reach maturity until September or October.

Lespedeza is a legume, especially adapted to old, worn-out pastures and neglected fields—builds them up and makes them profitable.

When once established it re-seeds itself from year to year. Sow in the spring after ground warms up by scarifying with a disc harrow. Lb. 35c.

KOREAN LESPEDEZA—We will have a supply of this new clover. It is similar to Japanese Clover but produces more hay and pasture. Lespedeza differs from other clovers in that it will produce a crop on soils that are lacking in lime. The Korean Lespedeza is still in the experimental stage in this locality and we advise that you only try a small amount until it has further proven its value. Ask for prices.

ALSIKE—Is especially valuable for growing on wet or swampy land. If you have a piece of land that is too damp for alfalfa or other clovers or grass, sow a mixture of about four pounds of Alsike Clover and ten pounds of Red Top Grass Seed. This will make an excellent crop of hay. Alsike Clover is very hardy, is perpetual, will withstand drought and will not winter kill. About six pounds will sow an acre, and as the seed is very fine it should be covered only slightly. For bottom lands needing drainage but not subject to overflow, an excellent mixture is as follows: Four pounds of Red Clover, two pounds of Alsike Clover and ten pounds of Timothy. Lb. 30c.



Red Clover

WHITE CLOVER—White Clover is excellent for pasture and is especially valuable for mixing with Kentucky Blue Grass both for lawns and pasture. A few pounds of White Clover should be in all permanent grass seed mixtures, as it helps fill up the bare spots and is very nutritious. It is very hardy and is a perennial. Sow 3 to 6 pounds per acre. Lb. 60c.

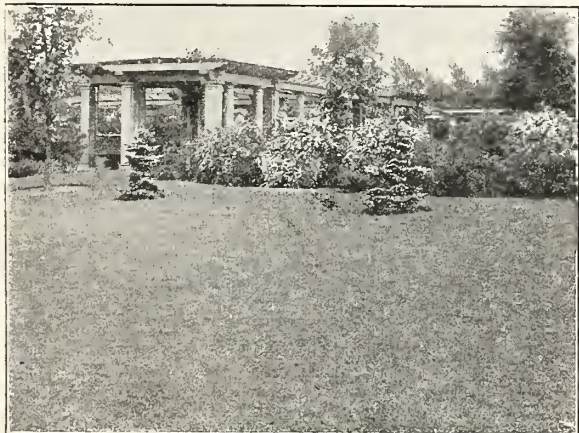
WHITE BLOSSOM SWEET CLOVER—Sweet clover is now classed as one of the leading clovers in all parts of the United States and Canada. Be sure and sow some sweet clover seed this spring. If you have been having difficulty in getting a stand, give your soil an application of lime and inoculate the seed with Farmogerm. We have recently added a modern scarifier to our seed cleaning equipment and can supply you with scarified seed if desired.

For soil improvement and as a pasture and hay crop sweet clover cannot be excelled. It is well adapted to a variety of soils but does best on limestone soil or soil that has been limed, yet it is known to thrive on some of the very poorest of soils and in the most unfavorable places.

Our stock of sweet clover seed was all grown in Montgomery county and you get adapted seed when you buy from us. Prices: Hulled and scarified seed \$10.00 per 100 lb.; unhulled, \$6.00 per 100 lb.

Inoculate Alfalfa and Sweet Clover Seed with Farmogerm. See Page 25.

Prices on all farm seeds subject to market fluctuations. We urge that you write us your needs, and it will be a pleasure for us to quote you the very lowest prices on Square Deal Brand Seeds. Remember, we are here to serve you in any capacity we can.



Plant Our Quick Green Lawn Grass

Lawn Grass

QUICK GREEN LAWN GRASS MIXTURE—Best for Quick Results—We consider this mixture better than straight Blue Grass. It is made up principally of Kentucky Blue Grass, White Clover and some other grasses that will grow rapidly and make a good showing immediately. These coarser grasses will also protect the Blue Grass and enable it to get a good start. The Kentucky Blue Grass and White Clover will eventually drive out the other grasses and make a fine lawn. Sow 1 lb. to 200 square feet. Price 1 lb. 50c; 5 lbs. \$2.25; 10 lbs. \$4.00.

A good lawn is hard to secure, but when you have produced one from our QUICK GREEN MIXTURE you will be convinced that it can be done.

We recommend VIGORO FERTILIZER—A Swift & Co. Product, for use on either new or old lawns. For prices on VIGORO see page 23.

BERMUDA GRASS—Per lb. 60c.

KENTUCKY BLUE GRASS—Per lb. 40c.

WHITE CLOVER—Per lb. 60c.



Kansas Grown Alfalfa

Alfalfa Seed

HIGH QUALITY KNOWN ORIGIN

Don't be misled by the cheap Alfalfa Seed advertisement. If you will investigate you will find that Alfalfa seed like grain is sold on grade. Fancy Alfalfa seed has a staple value same as wheat, corn, etc. If wheat that tests 60 lbs. is worth \$1.05 per bushel, you wouldn't expect to get a good grade of seed wheat for 65c per bushel, would you?

Then if the best grade of Alfalfa seed is worth \$15.00 to \$18.00 per bushel (and it is) how in the name of common sense can anyone expect to get a grade that is at all fit to sow for \$8.40 or even \$12.00 per bushel. You will find that the cheap Alfalfa seed is only the re-cleaned tailing from Alfalfa and frequently contains noxious weed seed, Sweet Clover seed and other agricultural seeds which have little or no value. Insist on getting Alfalfa Seed that is at least 98% pure and then know what the other 2% consists of.

We handle only seed of known origin since alfalfa is an expensive crop to plant and since a stand will last for a good many years it is of utmost importance that none but the very best seed be sown. Cheap seed of inferior quality may result in a poor stand or may bring to your farm a host of vicious weed seeds. We urge that you either buy your alfalfa from a reliable seed house, or have it analyzed by your experiment station before sowing it. You take no chances when you sow Square Deal Brand of Alfalfa Seed. Prices subject to market changes.

Kansas Grown Alfalfa Seed

We are fortunate in having secured a supply of high quality 1929 crop of Kansas Grown Alfalfa Seed. If you are going to sow alfalfa this spring we would suggest that you order early while our stock is complete. For prices, see enclosed Price List.

Oklahoma Grown Alfalfa Seed

We have a nice lot of fancy Alfalfa Seed which we secured direct from the grower in Kay County, Oklahoma. Kay County is located about 100 miles west of us in the northern tier of Counties in Oklahoma. This seed of course is equally as well adapted for our locality as strictly Kansas grown seed. For prices see enclosed Price List.

Field Seeds

It behooves the grower to plant the very best seeds obtainable. Realizing this, it is our aim to offer the best. We contract our seeds from reliable growers in the country, who have made the growing of seeds their life-long work, and whose reputation is at stake. Then again, all seeds brought into our house are thoroughly inspected and tested before offering them, and it is necessary they come up to our high standard before we place them on the market. Our years of experience in seed business enable us to offer nothing but first-class stock, which the grower demands and is entitled to, as the planting of inferior seeds may mean the loss of his time, labor and money, and an entire crop.

Tested Seed Corn

Prices subject to market changes

Our seed corn is all grown within a few miles of Coffeyville by reliable growers. It is all tipped and butted, and of high germination. Sample gladly mailed on request. If you are planting your own seed you had better have it tested, and if you are buying your seed corn be sure that you buy it from a good reliable seed house. Our corn is all tested for germination. We can supply the following varieties:

GOLDEN MORTGAGE LIFTER — We have been growing and selling Golden Mortgage Lifter for several years now and every year we add a host of names to our list of satisfied customers. If you have never grown this variety, be sure and try it this year. We know you will be pleased. The corn is a deep Golden Yellow. Very deep grain with a very small red cob. Always well filled at both tip and butt. This is the heaviest yielding corn ever shelled. A bushel of Golden Mortgage

Lifter on the ear will yield 58 to 60 pounds of shelled corn. Matures in 95 to 105 days. Price \$3.00 per bushel.

KANSAS SUNFLOWER—This is a large ear, with medium deep kernels slightly dented. It is well adapted to our bottom land or extra rich upland, but owing to its size and lateness in maturing, we do not recommend it on ordinary upland. It is the best big yellow corn that I know of and is a good yielder. Ask for prices.

IOWA GOLD MINE—(100 Day) A heavy yielding big eared corn of bright golden yellow color. Ask for prices.

HICKORY KING—(110 Day)—This is an entirely distinct variety amongst the white corn, combining the largest grain with the smallest cob. It does well on any soil. Ask for prices.

Certified Seed Corn

We have secured a supply of Certified Seed Corn from the Missouri Corn Growers Association. This is grown under the supervision of the Association, which works in connection with the Missouri State Agricultural College, and is inspected and certified by them as to purity. If you want a good purebred corn we recommend either of the two following varieties, both of which show a high germination test. This seed has been treated with Semesan Jr. for the control of surface borne diseases.

REID'S YELLOW DENT

—Matures in 90 to 100 days. Ears medium size and of a bright yellow color with a deep grain and small cob. Bushel \$3.50.

IOWA SILVERMINE—

Matures in about 90 days, producing a large sound ear. Uniform in size and shape. A heavy yielding white corn. Bushel \$3.50.



Iowa Silver Mine

Pop Corn

QUEEN'S GOLDEN—Produces ears in great abundance on stalks nearly six feet high. It pops perfectly white. A single kernel will expand to nearly an inch in diameter. Pound 10c.

JAPANESE HULLESS—Small ears and small grains which pop to a fair size. The popped corn is deliciously tender and this corn always brings a premium on the market. Pound 15c.

DYNAMITE or MUSHROOM—This is a new variety of yellow pop corn, which is very much in demand wherever a superior quality of popping corn is desired. The yellow kernels pop to a very large size. It is absolutely hullless and has a fine flavor. Price, 20c per lb.

Dwarf Yellow Milo

(Crookneck)—Milo Maize is a heavy yielder and a wonderful drought resister and has been found to be more dependable than Kaffir, but having a softer grain it should be planted a little later. Pound, 5c.



Hegari

Feterita

Feterita is recommended especially for its earliness and its ability to withstand dry weather. The grain is white, large and softer than that of Kaffir. It should not be planted too early nor too deeply. Pound, 10c; 3 lbs. 25c.

Hegari

Grain is white and similar to White Kaffir, but is two to four weeks earlier. More drought resistant than Kaffir and very dwarf, growing to a height of four to five feet. Yield equal to white kaffir. Large compact heads. Pound, 10c; 3 lbs. 25c.

Certified Dwarf Black Hull White Kaffir

This seed was inspected in the field by representatives of the Kansas Crop Improvement Association and is certified by them as being pure stock and of extra fine quality. This variety will outyield the ordinary kaffir and being dwarf will mature earlier. Prices: Pound, 10c; 3 lbs. for 25c.

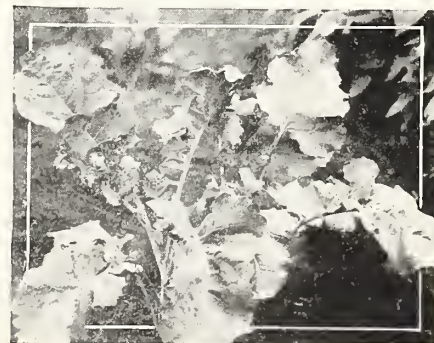
Dwarf Essex Rape

One of the best quick pasture crops grown, for hogs, cattle, sheep and chickens. Sow 3 to 5 pounds to the acre. Can be sown in the early spring and during the late summer for fall pasture. Special prices in large quantities. Pound 15c; 2 lbs. 25c.

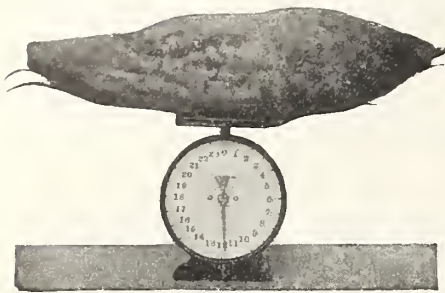
Millet

(Ask for Prices)

GERMAN MILLET—Grows very rank, generally three to four feet high. Far superior to Common Millet, both in quality and yield, but about two weeks later.



Dwarf Essex Rape



Stock Beets

Stock Beets

(These are field beets for stock and poultry)

MAMMOTH LONG RED MANGEL—These roots attain an enormous size and it is fine variety for feeding. Pkt. 5c; ½ lb. 35c.

GIANT HALF SUGAR MANGEL—The large-size Mangel combined with the great feeding value of the Sugar Beet. Roots are gray white below the ground with white flesh, and of bronze shade above. Pkt. 5c; ½ lb. 35c.

Soy Beans

(Ask for Prices—Inoculate This Seed with Farmogerm)

BLACK WILSON—Soy beans are very erect, growing with from one to six stems or more, branching out from the roots, and reaching a height of 1½ to 3½ feet; seldom falling down, except in very rich, loose soil. Soy beans are a remarkable drouth-resister and will do comparatively well on thin land, however, they respond very readily to moisture and rich land. Planting should not be done until the weather is warm and after the corn planting.

YELLOW MANCHU—An early maturing yellow seeded variety that produces good yields of grain. We recommend this variety for a combination hay and grain crop. Ask for prices.

VIRGINIA—This is distinctly a hay variety, being one of the best for this purpose. The quality of the hay is good since the stems and branches are fine and well covered with leaves. Require a medium season to mature. Ask for prices.



Soy Beans

Cow Peas

(Ask for Prices—Inoculate This Seed With Farmogerm)

BLACK-EYED PEAS—A very fine table pea much in demand by market gardeners. Pods are of good size and the peas are crowded in the pod. Also grown for stock.

WHIP-POOR WILL—Yields an enormous crop. Brown speckled pea. Bushy variety.

NEW ERA—Earlier than the above, but does not yield so well.

Sorghum or Cane

Ask for Prices

JAPANESE HONEY DRIP—The best syrup producer of all the sorghums and the finest quality.

BLACK AMBER—For Hay.

KANSAS ORANGE—For Hay.

RED TOP—For Hay.



Sudan Grass

Sudan Grass

It laughs at droughts and rejoices when it rains. The heaviest yielding, most drought-resisting hay and pasture grass ever introduced. Sudan combines all the good features of Johnson grass, but has none of the objections. Sudan grass is sown in the spring as soon as danger of frost is past, either in row or broadcast. If sown in the spring it will yield an average of two cuttings of hay. It will produce a crop of hay if sown as late as 60 days before the average frost in the fall.

While Sudan makes a most valuable hay crop, its value as a summer pasture crop should not be overlooked. It is doubtful if any other pasture will equal it, especially for cows and hogs. For hay sow 20 to 25 pounds to the acre. For pasture 30 to 35 pounds. Ask for prices.

PEANUTS

WHITE JUMBO—This variety grows to an astonishing size. The plants make compact bushes about 18 inches high, with heavy, erect stalks and large leaves. The giant nuts have thick, heavy-ribbed shells. Lb. 25c.

SUNFLOWER

MAMMOTH RUSSIAN—Produces very large heads, which are completely filled with the striped grains. It succeeds everywhere, and requires very little rain to insure a good crop. It makes a large yield. It makes a good food for stock and can not be equaled as a food for poultry. Plant when the ground has become warm at the rate of twenty-two pounds to the acre. Lb. 15c; 2 lbs. 25c.

Orchard Brand Spray Material

Orchard Brand Insecticides are a standard product. prices. No need to send away for insecticides. guide.

If you buy insecticide in large quantities, get our Poison cannot be mailed. Ask for our free spraying

A. S. P. DUST—A combination of arsenical and extremely finely powdered sulphur. Used as a supplement to liquid spraying throughout the growing period. Especially recommended for cabbage worms. 1 lb. 20c; 4 lbs. 60c.

ARSENATE OF LEAD—The most universal arsenical poison for control of chewing insects. 1 lb. 30c; 4 lb. pkg. 90c.

BORDEAUX MIXTURE, POWDERED—The standard fungicide on apple for scale control at early spray; for leaf curl on peach before blossoming, and grapes throughout the season. 1 lb. pkg. 25c.

ARSENITE OF ZINC—The most active arsenical poison that can be used in the control of potato beetle and striped flea beetle on tomato plants with consistent safety. Sticks to the vines. 1 lb. pkg. 30c.

DRY LIME SULPHUR—A convenient and effective remedy for controlling scale insects in the dormant period. Can be used in all spraying operations where it is safe to use liquid Lime Sulphur. 5 lb. pkg. \$1.25.

DUSTING SULPHUR—For dusting rose shrubs, etc. for control of mildew. Pkg. 10c.

TBACCO DUST—For green and black aphids, fleas, beetles, etc. Splendid fertilizer and preventive for insects on the ground and around roots. For insects on plants, supply with powder-duster or bellows; for worms or grubs in the soil, apply liberally to the surface and rake or strew thickly in drills before planting. Also used as worm preventive in poultry and insect repellent when put in nests. 1 lb. 10c; 3 lbs. for 25c.

HOFSTRA—A non-poisonous insecticide for home, farm or store. Kills flies, mosquitoes, ants, bed bugs, roaches, mites, lice, fleas, potato bugs and cabbage worms. Spray Hofstra on flowers, vegetables and shrubs. Pkg. 15c and 60c.

DRITOMIC SULPHUR—A substantial and efficient fungicide in dry powdered form for spraying on all fruits for the control of rot, rust and scab. 4 lb. pkg. 75c.

NICOTINE SULPHATE OR "BLACK LEAF 40"—The insecticide so highly recommended by experimental stations. Destroys aphids (plant lice), thrips, leafhoppers on all trees, bush and vine fruits, vegetables, field crops, flowers and shrubs, without injury to foliage. You can not go wrong by ordering Black Leaf 40 for sucking insects. Price: Oz. (makes six gallons spray), 35c; ½ lb. \$1.25.



BANNER NO. 22 Compressed Air Sprayer

Complete with 2 feet brass extension rod. Heavy four gallon galvanized steel tank, well riveted to stand heavy pressure. Also made entirely of brass.

Galvanized Tank..\$5.95

Brass Tank\$8.95



The best inoculation for all legume seeds. Means better crops, better soil, less fertilizer expense. By reason of the patented stopper, which admits air and excludes contamination, FARMOGERM is guaranteed for five years—always fresh, always strong and virile. We recommend that all legume seed be inoculated before planting. Price for Clover and Alfalfa, ½ bu. size, 60c; 1 bu. size, \$1; 2½ bu. size, \$2.25. For Soy Beans and Cow Peas, ½ bu. size, 35c; 1 bu. size, 60c; 5 bu. size, \$2.25.



Square Deal Seed Co., Coffeyville, Kansas.

Dear Friend: I have planted Square Deal Seed for the last two years. And I expect to plant them many years.

My experience with "Square Deal Seed" is satisfactory.

I planted some Algera Seed, it came up in 4 days and grew well for a while, then the drought set in and it stood still for a while, then we got a small shower and it grew from that on. Had from one to thirteen heads to a stalk. It had some very fine heads in it. But the frost got it before it was matured and now I am cutting it up, feeding it heads and all to the cattle. They eat it all greedily. I didn't get the Algera planted until July 5th, because the ground was so wet I couldn't work it.

Please send me your 1930 calendar.

Rt. No. 2, Box 99, Miami, Okla.

Yours truly, Mrs. Grace D. LaFolier.

Wizard Sheep Manure

Makes All Plants Grow to Perfection

Wizard is a highly concentrated weedless sheep manure uniformly pulverized. It is safe and dependable for home lawns and gardens and a highly profitable soil building fertilizer for the practical fruit and vegetable grower. Wizard puts new life into worn-out soils because it supplies the necessary plant food and humus to make all plants grow to perfection.

LAWNS—Wizard is absolutely weedless. Produces a thick velvety green turf of lasting beauty. Use 6 to 10 lbs. to 100 square feet and rake into the surface soil.

GARDENS—Put new beauty into your plants by mixing a handful of Wizard under each new plant—more for shrubs, vines and trees. For old plants use 12 lbs. per 100 square feet.

FRUITS AND VEGETABLES—Wizard produces crisp tender vegetables and big yields of high quality fruit. Use in drills or broadcast 1000 to 1500 lbs. per acre.

Prices: 25 lbs. \$1.00; 50 lbs. \$1.50; 100 lbs. \$2.75; ton, \$44.00.



Absolutely Weedless

VIGORO

for gardening success



5 Pound
Package
50c



Complete plant food for Lawns, Vegetables, Flowers, Trees, Shrubs

LAWNS—Vigoro gives the lawn a smooth, velvety appearance. Unexcelled for starting new lawns, reviving old ones which are bare, yellow or thin in spots and the feeding of established lawns.

FLOWERS—Vigoro promotes vigorous and abundant buds—colorful and fragrant flowers. Grows hardy and disease resisting plants.

GARDENS—Grows those fresh vegetables that you can get only from your own garden. Vigoro increases the yield, hastens maturity and gives that quality, succulence and flavor which can only be produced in rapidly grown, properly fed vegetables.

SHRUBBERY—Vigoro is the ideal plant food for shrubbery and trees. It grows hardy, luxuriant and full-foliaged shrubs—trees vigorous and full of leaves. 25 pound sack, \$1.75; 50 pound sack, \$3.00; 100 pound sack, \$5.00.

SEMESAN JR.

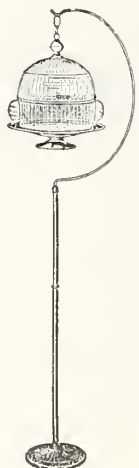
for seed field and sweet corn

Semesan Jr. is especially effective in controlling seed-borne infections of diplodia, Gibberella and Basiporiom, without harming the seed embryo in the least. Its use protects the seed from rotting in the ground and makes possible earlier planting which generally results in increased yields. Improved germination, better stands, control of certain diseases, increased yields are the benefits which thousands of farmers are reaping, at a cost of less than 3c. an acre. Succeeds the products sold as Du Pont Semesan Jr. and Bayer Dust.



PRICES

4 oz.	\$.50
1 lb.	1.75
5 lbs.	8.00
25 lbs.	31.25
100 lbs.	120.00
300 lbs.	345.00



HENDRYX "BIRD CAGES"
Since 1909

Beautiful cages in a wide range of Duco colors with stands to match. These are the famous Hendryx Cages.

Round cages as illustrated, \$3.25 to \$4.50. Cage and stand complete, \$5.25 to \$7.25.

Japanned Cages—These are the white enameled or japanned cages. Priced from \$1.75 to \$3.00 each.

Breeding cages, \$5.25 and \$5.50.

Seeders

CYCLONE SEEDER — Sows all kinds of seeds and grain perfectly. Strongly built and with ordinary care will last a life time. Each \$2.25.

HORN SEEDER — Sectional Tube Style. Has a heavy canvas bag with straps to go over shoulder. The tube is in three sections and a graduating diameter. Length is 30 inches. Full directions with each machine. Price \$1.00.





SQUARE DEAL SEED CO.

PURE BRED FARM AND GARDEN SEEDS

CORNER 7TH AND UNION STREETS

Coffeyville, Kansas, February 5th, 1930

PRICES are subject to market changes, and are F. O. B. Coffeyville, buyer to pay freight, express or parcel post charges.

NOTICE: It is mutually agreed and understood that any seeds or other goods bought from us may be returned at any time within ten days after receipt, if not satisfactory, and money paid for them will be returned, but we do not and cannot in any way warrant the stand or the crops as they depend on so many conditions beyond our control.

ALFALFA, Non-Irrigated

	Per Bu.	100 Lbs
Kansas Grown, Fancy.....	\$15.00	\$25.00
Okl. Grown, Extra Fancy.....	15.00	25.00
Kansas-Oklahoma, Choice.....	14.40	24.00
Turkestan, Hardy Russian.....	17.70	29.50

SWEET CLOVER, White Blossom

Unhulled (30-lb. bu.).....	1.50	5.00
Hulled, Choice.....	4.80	8.00
Hulled and Scarified, Fancy.....	5.40	9.00

Our Sweet Clover is Montgomery County Grown.

CLOVERS

Red Clover, Fancy Home Grown.....	14.10	23.50
Alsike, Fancy Wisconsin Grown.....	14.10	23.50
White Clover, Extra Fancy, Wisc.....	24.00	40.00
Japan or Lespedeza.....		28.00
Korean Lespedeza.....		60.00
Alsike and Timothy Mixed.....	6.08	13.50

FIELD PEAS & BEANS

Whippoorwill Cow Peas.....	Bu.
New Era Cow Peas.....	Prices
Black Eye Cow Peas.....	
Wilson Soy Beans.....	Later
Virginia Soy Beans.....	
Manchu Soy Beans.....	\$3.50

KAFFIR

Certified Genuine Black Hull White Kaffir and Dwarf Hegari grown under the supervision of the Kansas and Oklahoma Crop Improvement association and Certified by them.

Price 3 lbs. 25c. or \$7.00 per 100 lbs.	
Kaffir, Standard White.....	Prices
Kaffir, Sunrise.....	
Milo Maize, Dwarf Yellow.....	Later
Feteria.....	
Cane, Kansas Orange.....	in
Cane, Black Amber.....	
Cane, Red Top or Shumac.....	Season
Cane, Japanese Honey Drip.....	

SEED CORN

Golden Mortgage Lifter.....	Bu.	\$3.00
Reid's Yellow Dent, Certified.....		3.50
Iowa Silvermine, Certified.....		3.50
Early Adams,.....	50 lbs.	3.50

ONION SETS

Red.....	\$3.40
Yellow.....	3.40
White.....	4.50
Winter.....	2.80

CABBAGE & ONION PLANTS

Yellow Bermudas (6,000).....	\$5.25
White Wax Bermudas (6,000).....	5.25
Frost Proof Cabbage (1,000).....	2.50

SEED SOWERS

Cyclone Seeders.....	\$2.25
Tin Horn Seeders.....	1.00

SPRAYERS

4-Gal. Compressed Air, Galv.....	\$5.95
4-Gal. Compressed Air, Brass.....	8.95
Trombone.....	3.50
Continuous.....	1.50
Misty.....	.50
Dust Gun.....	1.50

CHEMICALS & INSECTICIDES

Avenarius Carbolineum, Gallon.....	\$1.75
Black Leaf 40.....	1/2 lb. \$1.25
2-lb. \$3.25; 10-lb. \$11.85	
Formaldehyde.....	1-lb. 50c
Rat Scent.....	pkg. 35c and 50c
Epsom Salts.....	3-lb. 25c; 25-lb. \$1.50

GRASS SEED

	Per Bu.	100 Lbs
Orchard Grass, Missouri Grown.....	2.66	19.00
Red Top, Illinois Grown.....	2.80	20.00
English Blue Grass or Meadow Fescue.....	2.10	15.00
Kentucky Blue Grass, Missouri Grown.....	4.90	26.00
Timothy, Fancy Illinois Grown.....	4.28	9.50
Bermuda Grass, Arizona Grown.....		40.00
Sudan Grass.....	ASK	
German Millet.....	FOR PRICES	
Hog Millet, or Hershy.....	LATER	

MISCELLANEOUS

Oats, Red Texas.....	Ask
Buckwheat, Silverhull.....	\$ 3.25 \$
Rye.....	1.75
Flax.....	5.60
Rape, Dwarf Essex.....	10.00
Russian Sunflower.....	7.50
Peanuts, White Jumbo.....	25c lb.
Peanuts, Spanish.....	20c lb.

POULTRY FEED

Saf-T-Way, Chick Starter and Grower
10-lb. 50c; 25-lb. \$1.10; 100-lb. \$4
Square Deal Chick Scratch Feed
15-lb. 50c; 50-lb. 1.50, 100-lb. 2.85
Square Deal Laying Mash
100-lb. \$2.75; 500-lb. \$13.50

Chick Grit.....	100 lbs. \$1.75
Charcoal, coarse and fine.....	2.70
Charcoal, Granulated.....	2.00
Swift's Meat Scraps.....	4.00
Oyster Shell.....	1.00
Bone Meal.....	3.50

POULTRY SUPPLIES

Little Putnam Stove.....	\$2.00
Putnam Brooder Heater.....	4.75
54-Hole Chick Feeders.....	1.40
30-Inch Chick Trough.....	.30
1-Gallon Crock Fount.....	.60
2-Gallon Crock Fount.....	.80
10-Gallon Water Fount.....	4.00

DAIRY FEED & SUPPLIES

International Special.....	100 lbs. \$2.10
Diamond Dairy.....	2.65
Kow-Kare.....	Pkg. 65c and \$1.25
Grange Garget Remedy.....	.65
Bag Balm.....	.60

You are cordially invited to come in and look our seed stock over when in Coffeyville. Bring us your seed and planting problems. We are here to serve you, and we will be glad to give you any information we can that will help you. You are under no obligations whatever.

Yours respectfully,

SQUARE DEAL SEED CO.

CLYDE FRAZIER, Prop.

IN ORDERING PLEASE USE THIS SHEET

Please Do Not Write In This Space

It is mutually agreed and understood that any seeds or other goods bought from us may be returned at any time within ten days after receipt, if not satisfactory, and money paid for them will be returned, but we do not and can not in any way warrant the stand or the crop as they depend on so many conditions beyond our control.

Total Amount Enclosed

(Field Seed Prices on Reverse Side.)

Square Deal LAYING MASH

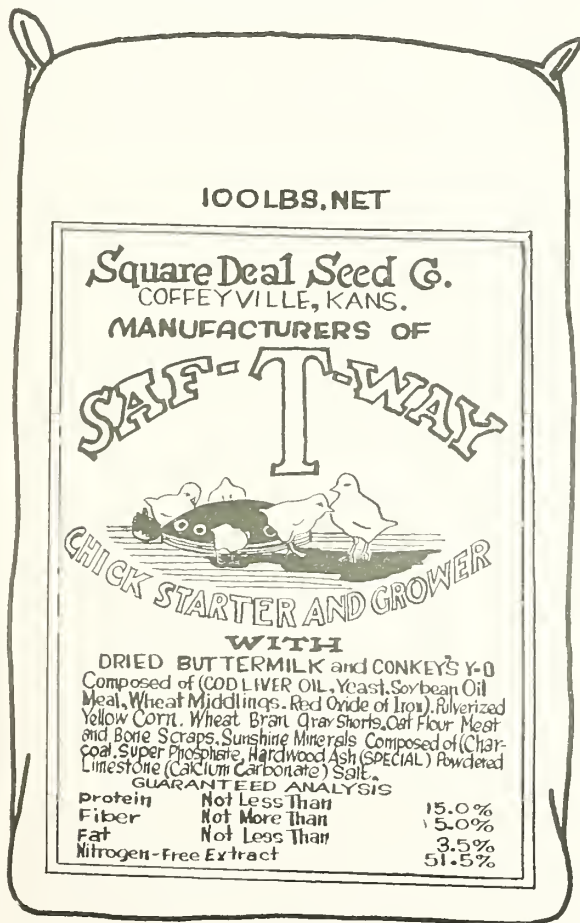
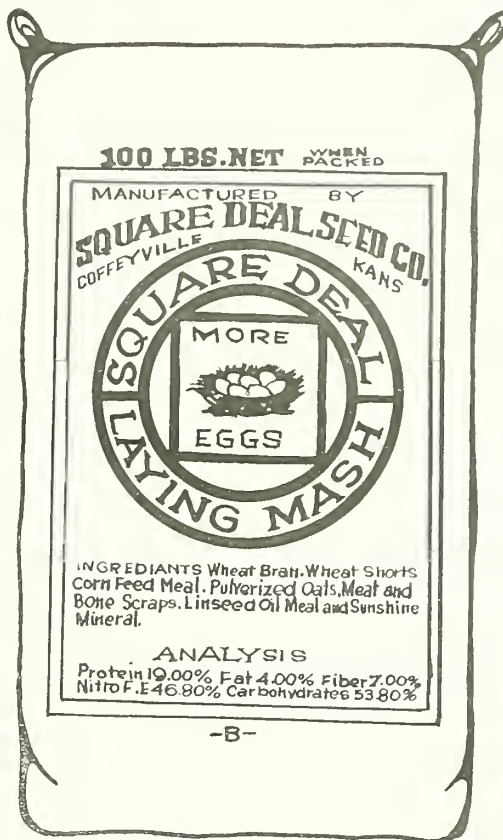
Is composed of the proper egg making nutrients, thoroughly mixed in our modern Batch Mixer, in just the right proportion to produce eggs. SQUARE DEAL LAYING MASH is now Mineralized with SUNSHINE MINERALS which assures greater fertility and better hatching. SQUARE DEAL LAYING MASH costs no more and in most instances less than ordinary commercial egg mashes.

Try a few bags. You will be pleased with results. Prices are subject to market changes. 100 lbs. \$2.75; 500 lbs. \$13.50.

Egg Production Record

The report of H. G. Ware, Extension Poultryman for the State of Oklahoma has just been issued for the month of November. This report covers 364 Farm Flock Demonstrators throughout the state with a total of over 75,000 birds.

Mrs. F. A. Wiele, Nowata County, with 180 White Leghorns finished first in egg production with an average of 20.31 eggs per hen or 66½%. Mrs. Wiele not only won first place with High Flock but with High Flock of each variety as well. Mrs. Wiele feeds her hens SQUARE DEAL LAYING MASH, and gives this real egg producing mash a good share of the credit for the fine record her flock made.



Start Right with Baby Chicks

If you want to practically eliminate your chick losses and see your Baby Chicks make amazingly rapid growth, with no rickets or leg weakness feed them our

SAF-T-WAY Chick Starter and Grower

VITALIZED with Buttermilk, Cod Liver Oil and Yeast. VIGORIZED with purest of Oat Meal and other ground grains plus Meat and Bone Meal. MINERALIZED with Sunshine Mineral. 10 lbs. 50c; 25 lbs. \$1.10; 100 lbs. \$4.00.

Read what Mrs. Sebastian Hahn has to say about SAF-T-WAY and other SQUARE DEAL feeds.

Coffeyville, Kansas, Dec. 18, 1929.

Dear Sir: This spring I started my chicks by the "Hendriks Method." I never changed feed. Started in with SQUARE DEAL CHICK SCRATCH FEED and SAF-T-WAY CHICK STARTER and GROWER and gave them that until they were frying size.

I had the best of success and fewer losses this year. Raised over six hundred. Sold over \$150.00 worth of fries and have left the healthiest flock of pullets that I have ever raised. Also a nice lot of cockerels.

Some of my pullets began laying in August. I am feeding them SQUARE DEAL LAYING MASH now and getting good results. I have the R. C. Rhode Island Whites.

Yours truly,
MRS. S. HAHN.



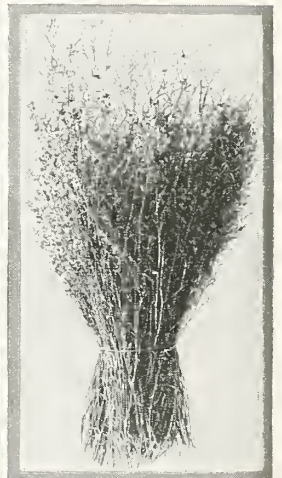
Field of Soy Beans

Soy Beans are unequaled as a forage crop for dairy cows and for soil improvement.
See page 24.

Sweet Clover

Enriches the soil and produces an abundance of pasture for all classes of live stock.

We can supply you with unhulled, also hulled, and scarified White Blossom Sweet Clover. See page 21.



Sweet Clover



Alfalfa

Alfalfa

The value of alfalfa is so well established that nothing need be said to the progressive farmer of today.

We can furnish you with high grade adapted Kansas or Oklahoma grown seed. See page 22.